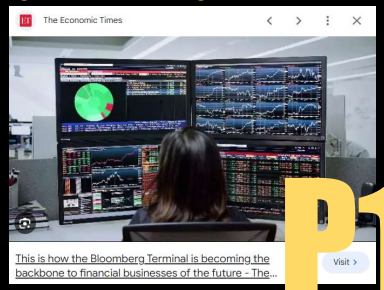
USA+4 More DMAs– P18+ who are Full-Time GOVERNMENT Workers!

Complete Demographic & Media Use Profiles



Complete Demographic, Psychographic, and Total Media Usage Profiles of USA, MINNEAPOLIS-ST. PAUL, ST. LOUIS, CINCINNATI, WEST PALM BEACH-BOCA RATON DMA P18+ Employed Full-Time in Federal, State, and Local Government Jobs as of SEPTEMBER 2024.



P18+



DOGE USA

DOGE MSP

DOGE STL

DOGE CIN

DOGE WPB

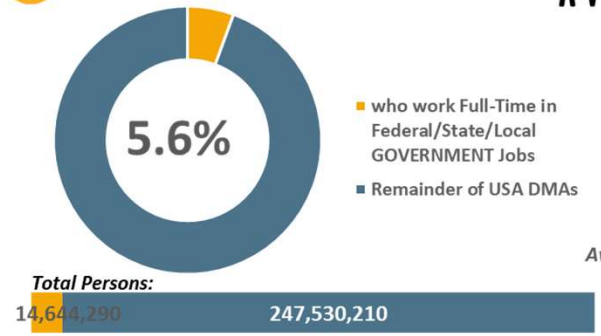
And, Yes! You ARE Smart Enough to Read a Bloomberg Terminal. So get ready to Learn!

[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work for the government)]

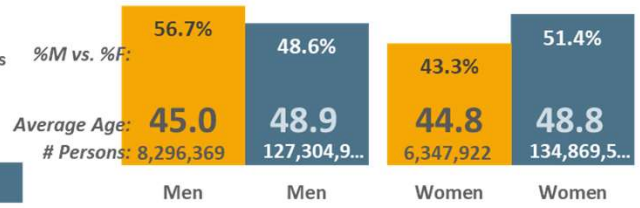
USA

5.6% or 14,644,290 of USA Adults 18 or older work Full-Time in Federal/State/Local GOVERNMENT Jobs. Typical Adults 18 or older who work Full-Time in Federal/State/Local GOVERNMENT Jobs are 44.9 years old (8.1% younger than average) and have a $137,248 (48.4% higher than average) annual household income.

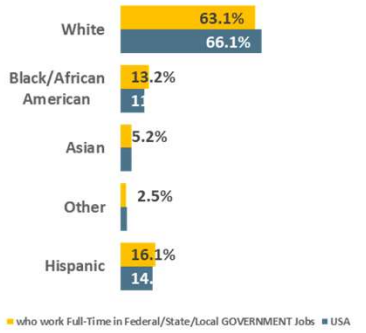
Percent of Market: Adults 18 or older



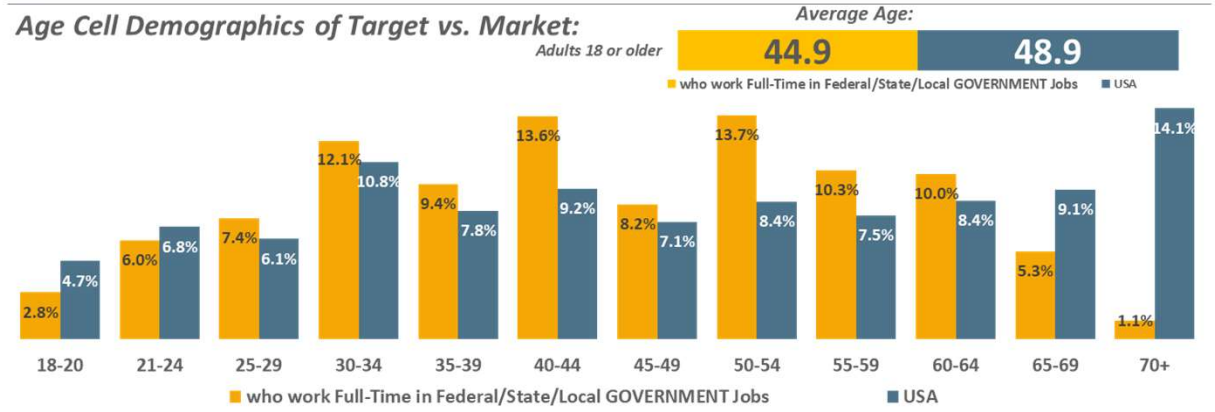
Gender of Target vs. Market: Adults 18 or older



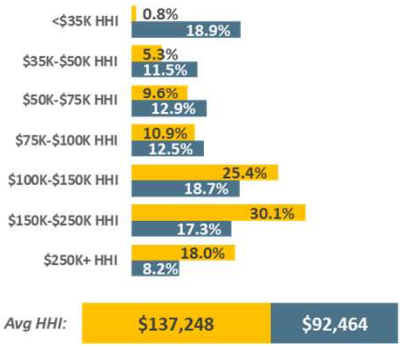
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



USA *USA Projection* *Scarborough R1 2024: Jan24-Sep24* *Qual Intab* *729*

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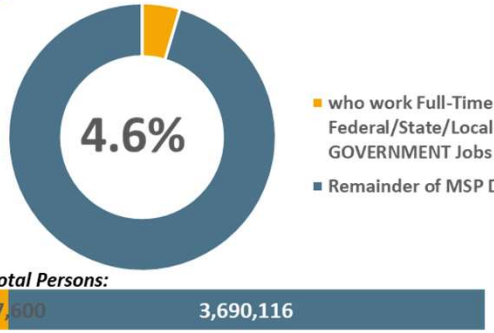
USA Projection *Scarborough R1 2024: Jan23-Aug24* *Qual Intab* *11,648*

[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work for the government)]

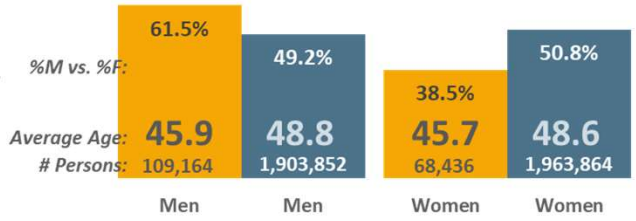
MSP

4.6% or 177,600 of MSP DMA Adults 18 or older work Full-Time in Federal/State/Local GOVERNMENT Jobs. Typical Adults 18 or older who work Full-Time in Federal/State/Local GOVERNMENT Jobs are 45.8 years old (5.8% younger than average) and have a $146,340 (35.9% higher than average) annual household income.

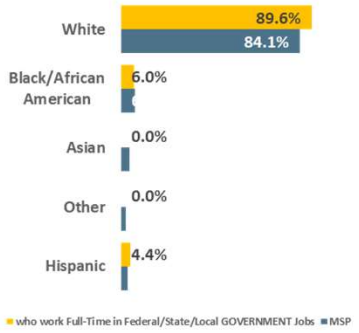
Percent of Market: Adults 18 or older



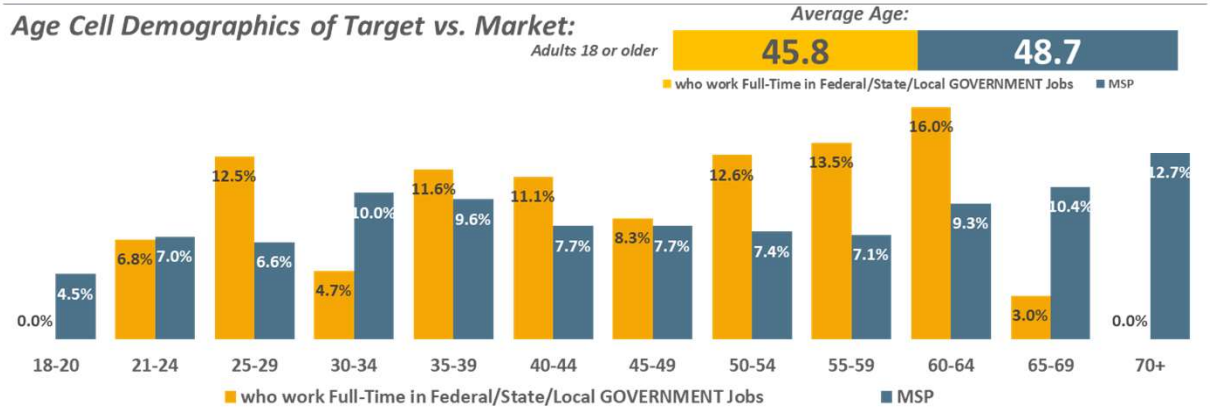
Gender of Target vs. Market: Adults 18 or older



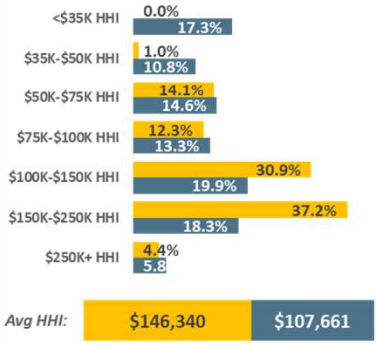
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



MSP DMA Scarborough R2 2024: Feb24-Aug24 Qual Intab 47

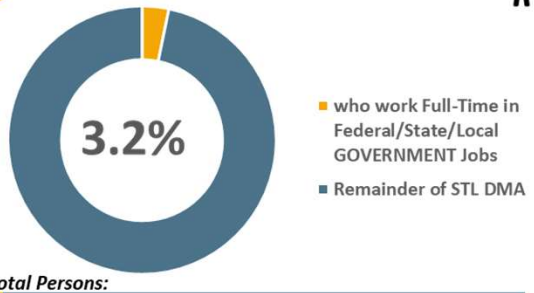
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[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work for the government)]

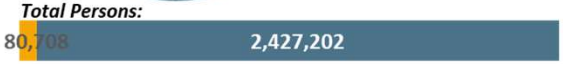
STL

3.2% or 80,708 of STL DMA Adults 18 or older work Full-Time in Federal/State/Local GOVERNMENT Jobs. Typical Adults 18 or older who work Full-Time in Federal/State/Local GOVERNMENT Jobs are 47.9 years old (3.1% younger than average) and have a $124,757 (32.1% higher than average) annual household income.

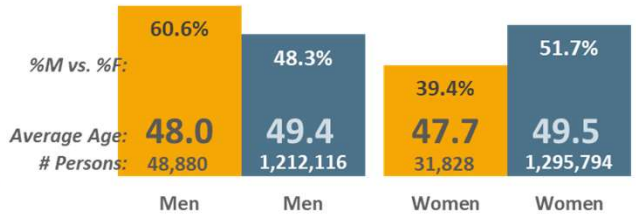
Percent of Market: Adults 18 or older



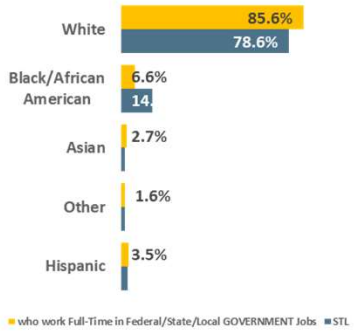
Total Persons:



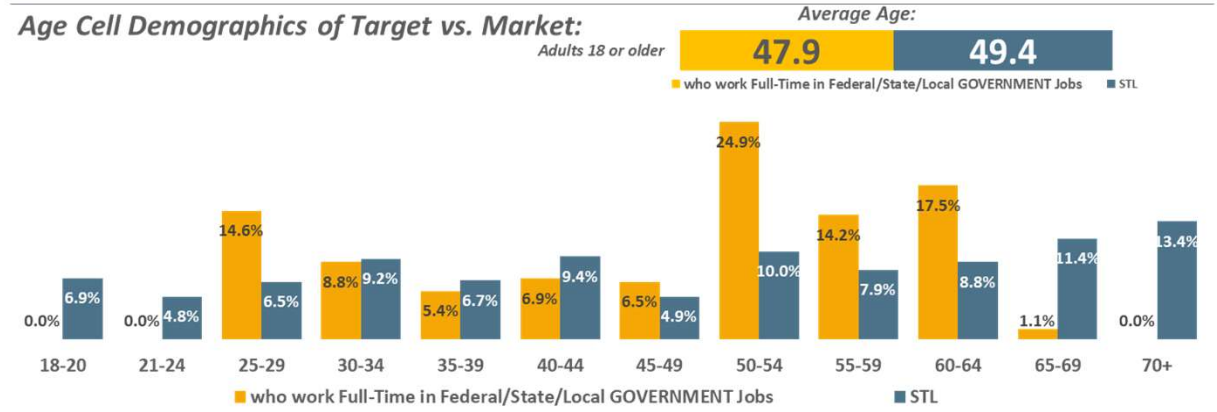
Gender of Target vs. Market: Adults 18 or older



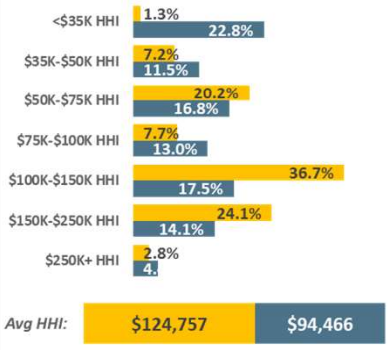
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



STL DMA Scarborough R2 2024: Feb24-Aug24 Qual Intab 36

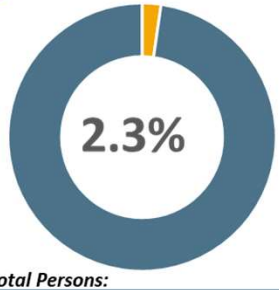
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[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work for the government)]

CIN

2.3% or 43,502 of CIN DMA Adults 18 or older work Full-Time in Federal/State/Local GOVERNMENT Jobs. Typical Adults 18 or older who work Full-Time in Federal/State/Local GOVERNMENT Jobs are 47.8 years old (1.9% younger than average) and have a $138,478 (45.2% higher than average) annual household income.

Percent of Market: Adults 18 or older

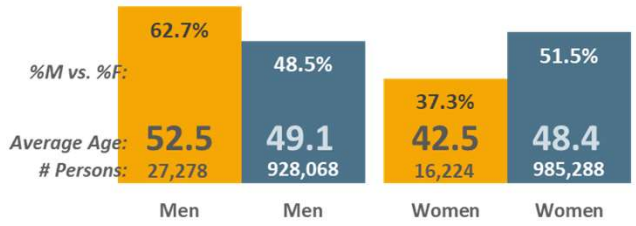


- who work Full-Time in Federal/State/Local GOVERNMENT Jobs
- Remainder of CIN DMA

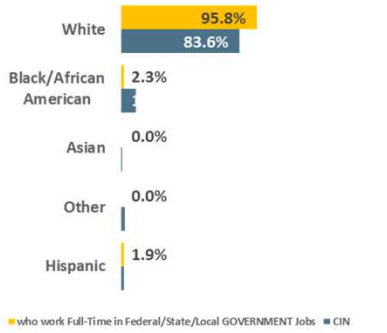
Total Persons:

43,502	1,869,854

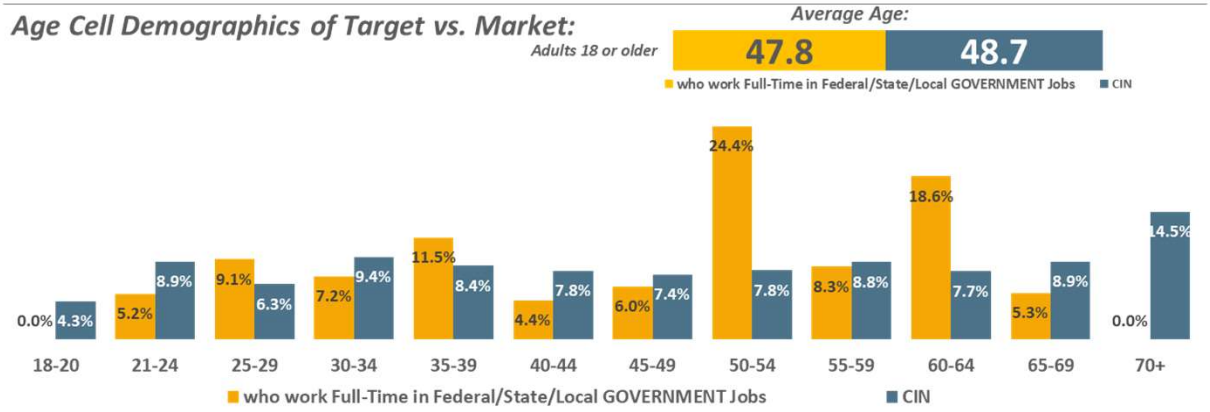
Gender of Target vs. Market: Adults 18 or older



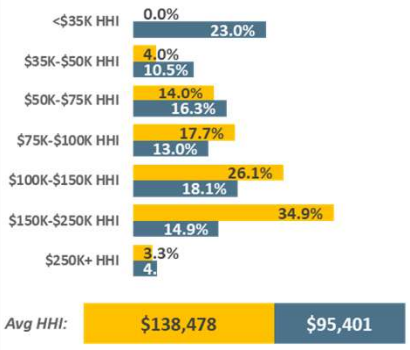
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



CIN DMA Scarborough R2 2024: Feb24-Aug24 Qual Intab 25

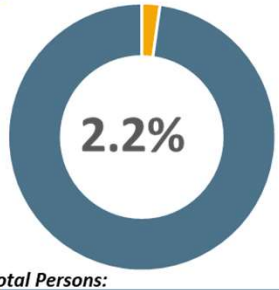
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[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work for the government)]

WPB

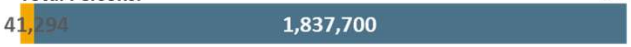
2.2% or 41,294 of WPB DMA Adults 18 or older work Full-Time in Federal/State/Local GOVERNMENT Jobs. Typical Adults 18 or older who work Full-Time in Federal/State/Local GOVERNMENT Jobs are 48.4 years old (9.8% younger than average) and have a $145,079 (51.7% higher than average) annual household income.

Percent of Market: Adults 18 or older

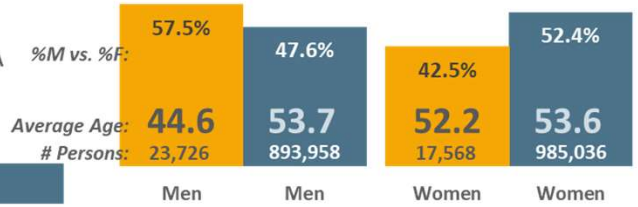


- who work Full-Time in Federal/State/Local GOVERNMENT Jobs
- Remainder of WPB DMA

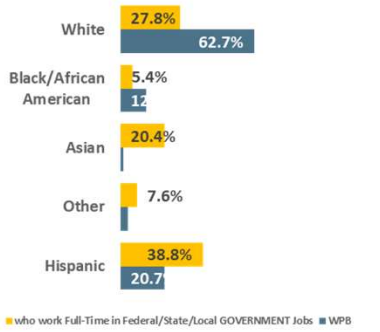
Total Persons:



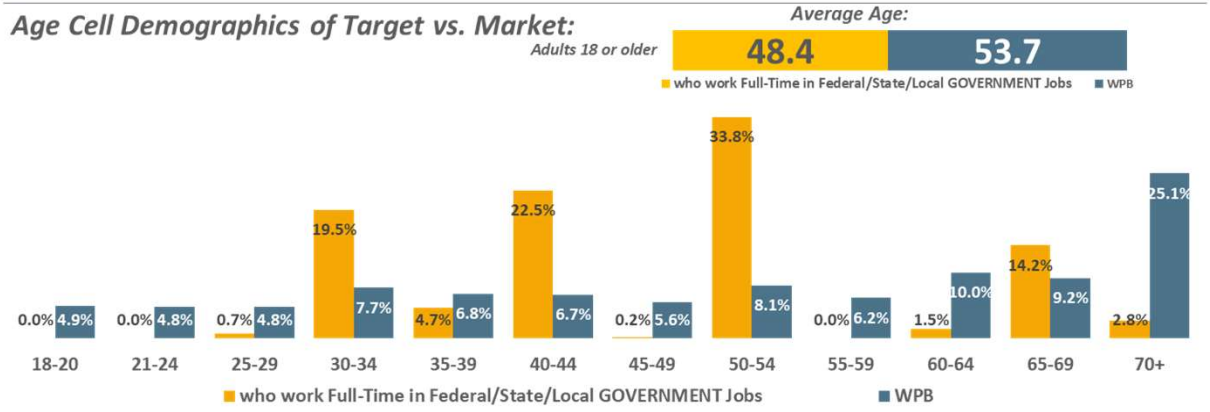
Gender of Target vs. Market: Adults 18 or older



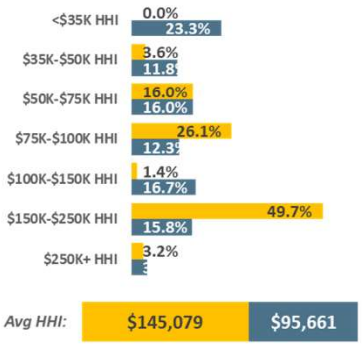
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



WPB DMA Scarborough R2 2024: Jan24-Aug24 Qual Intab 33

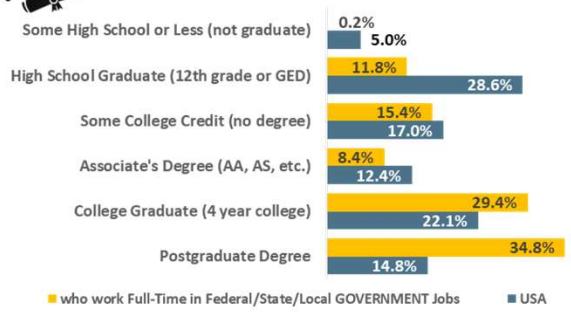
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[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work for the government)]

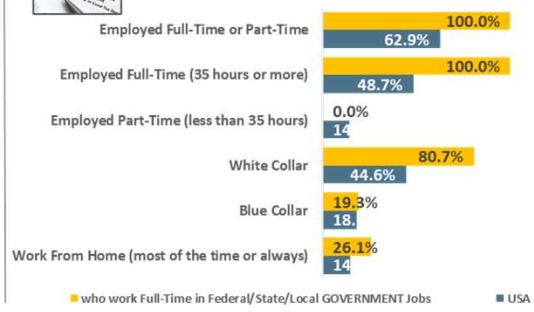
USA

5.6% or 14,644,290 of USA Adults 18 or older work Full-Time in Federal/State/Local GOVERNMENT Jobs. Adults 18 or older who work Full-Time in Federal/State/Local GOVERNMENT Jobs are 73.9% more likely to be a college graduate, 105.5% more likely to work full-time, 22.8% more likely to be married, 28.2% more likely to be a parent of 1 or more children unde

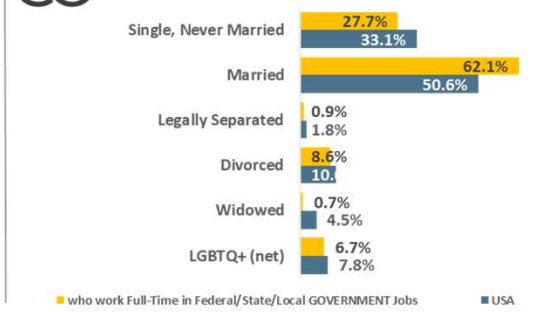
Education Levels: Adults 18 or older



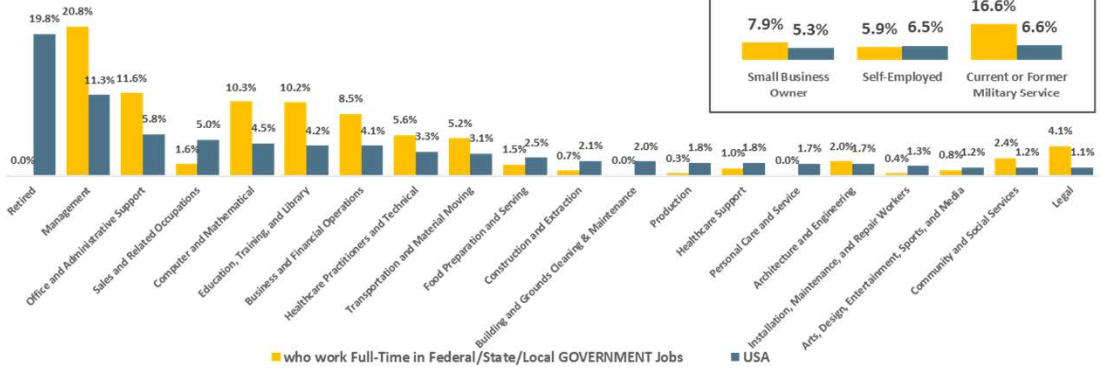
Employment: Adults 18 or older



Marital Status: Adults 18 or older

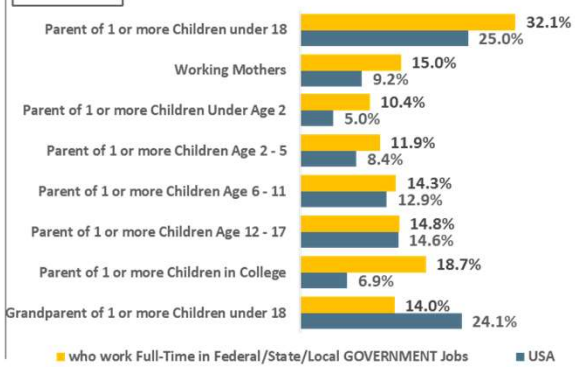


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



USA USA Projection Scarborough R1 2024: Jan24-Sep24 Qual Intab 729

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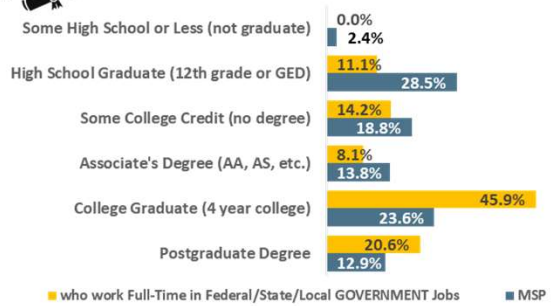
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 11,648

[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work for the government)]

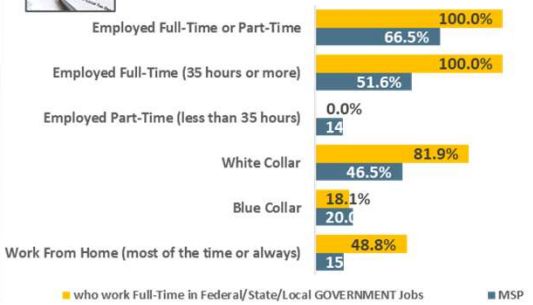
MSP

4.6% or 177,600 of MSP DMA Adults 18 or older work Full-Time in Federal/State/Local GOVERNMENT Jobs. Adults 18 or older who work Full-Time in Federal/State/Local GOVERNMENT Jobs are 82.2% more likely to be a college graduate, 93.6% more likely to work full-time, 28.1% more likely to be married, 17.9% more likely to be a parent of 1 or more children under

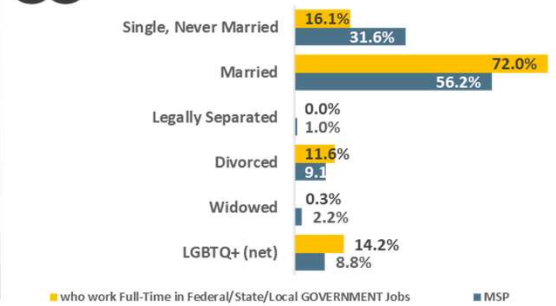
Education Levels: Adults 18 or older



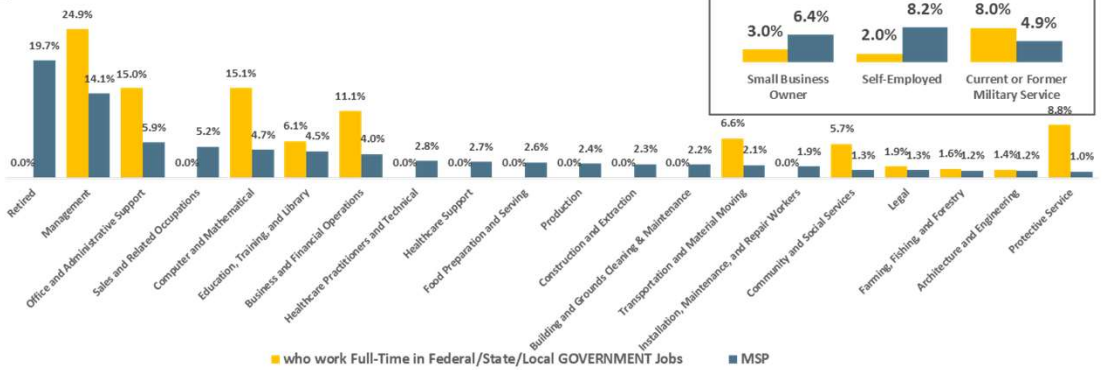
Employment: Adults 18 or older



Marital Status: Adults 18 or older

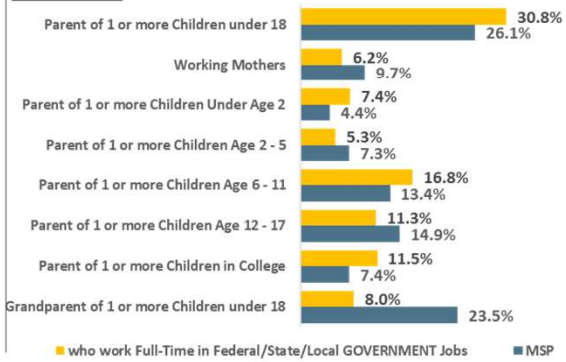


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



MSP DMA Scarborough R2 2024: Feb24-Aug24 Qual Intab 47

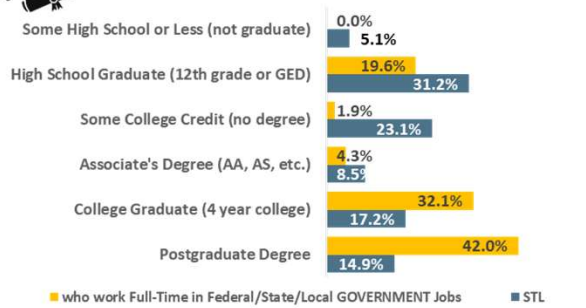
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[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work for the government)]

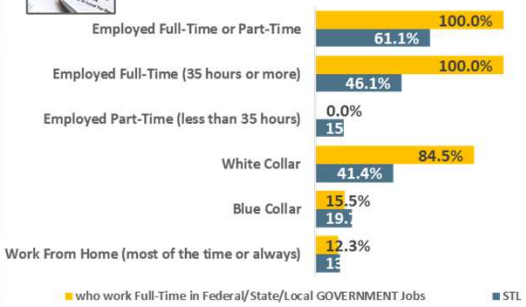
STL

3.2% or 80,708 of STL DMA Adults 18 or older work Full-Time in Federal/State/Local GOVERNMENT Jobs. Adults 18 or older who work Full-Time in Federal/State/Local GOVERNMENT Jobs are 130.5% more likely to be a college graduate, 117.% more likely to work full-time, 19.4% more likely to be married, 51.5% more likely to be a parent of 1 or more children unde

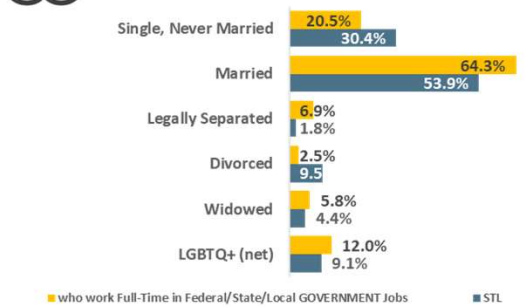
Education Levels: Adults 18 or older



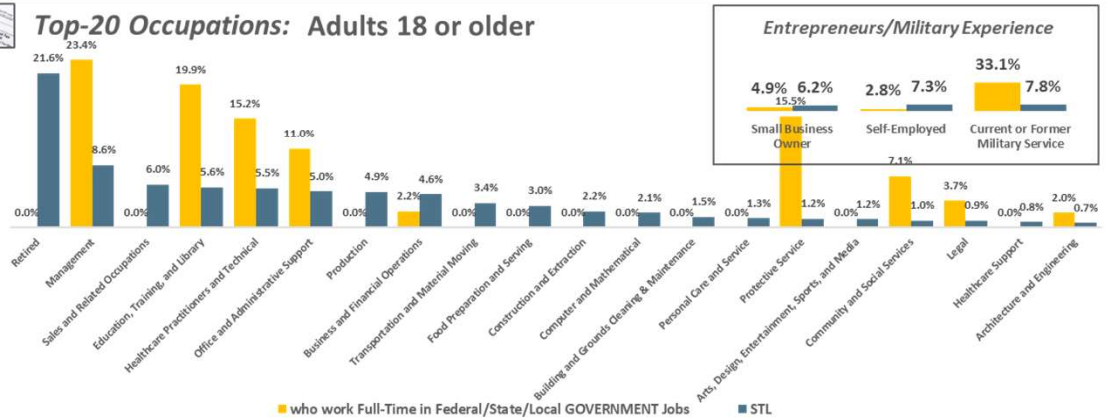
Employment: Adults 18 or older



Marital Status: Adults 18 or older

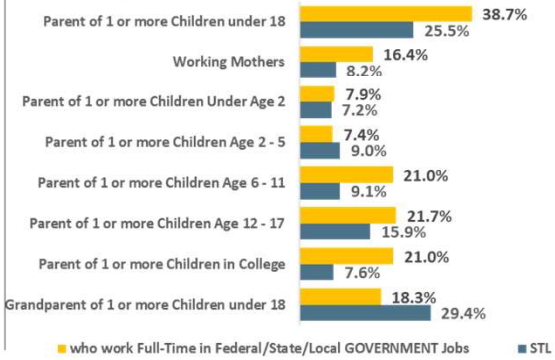


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



STL DMA Scarborough R2 2024: Feb24-Aug24 Qual Intab 36

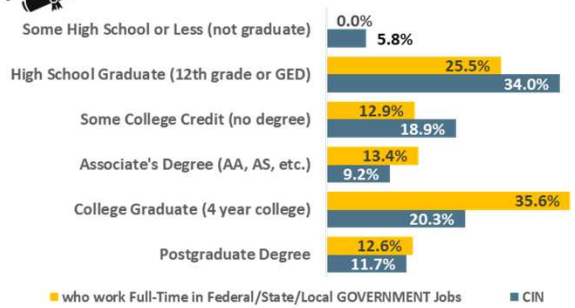
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[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work for the government)]

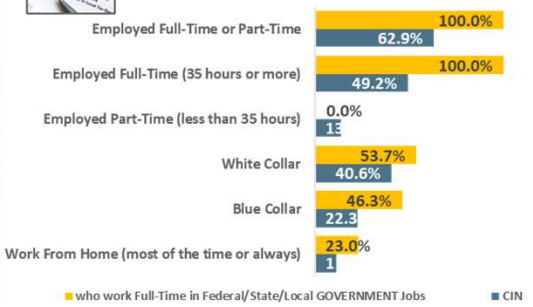
CIN

2.3% or 43,502 of CIN DMA Adults 18 or older work Full-Time in Federal/State/Local GOVERNMENT Jobs. Adults 18 or older who work Full-Time in Federal/State/Local GOVERNMENT Jobs are 50.9% more likely to be a college graduate, 103.1% more likely to work full-time, 14.% more likely to be married, 20.1% more likely to be a parent of 1 or more children under

Education Levels: Adults 18 or older



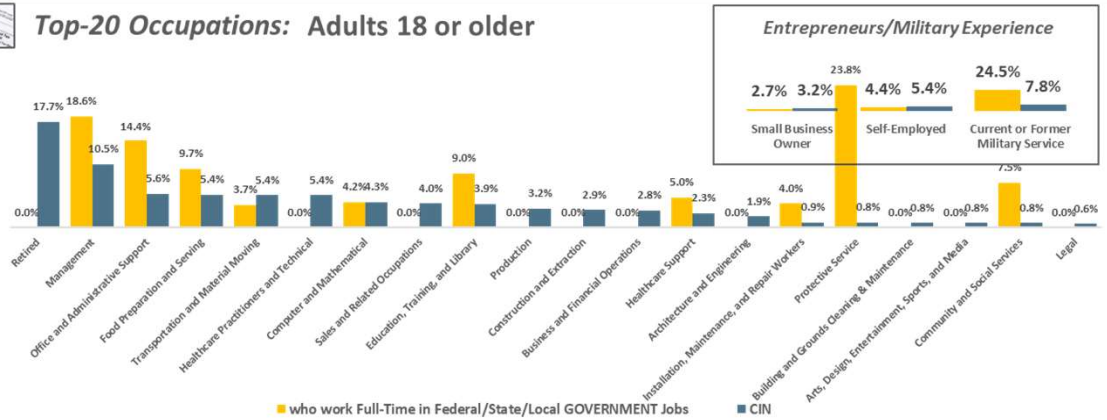
Employment: Adults 18 or older



Marital Status: Adults 18 or older

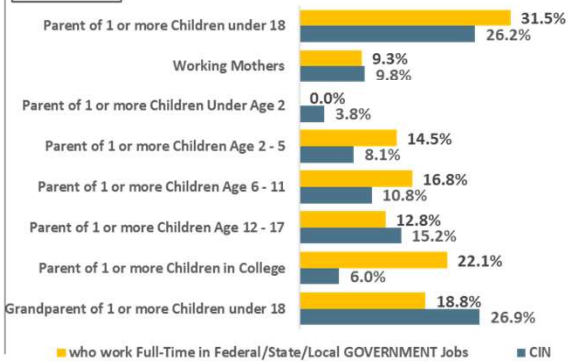


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



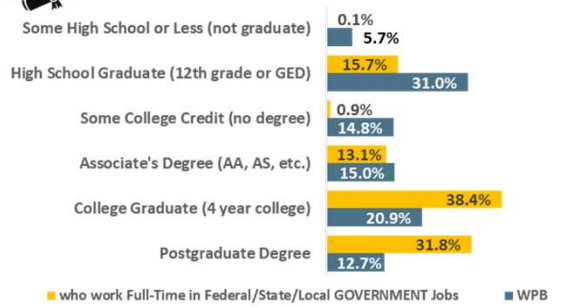
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[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work for the government)]

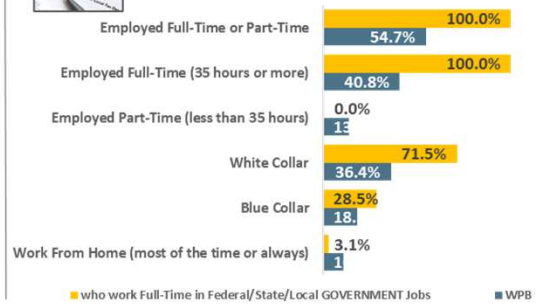
WPB

2.2% or 41,294 of WPB DMA Adults 18 or older work Full-Time in Federal/State/Local GOVERNMENT Jobs. Adults 18 or older who work Full-Time in Federal/State/Local GOVERNMENT Jobs are 108.8% more likely to be a college graduate, 144.8% more likely to work full-time, 17.4% more likely to be married, 1.8% less likely to be a parent of 1 or more children unde

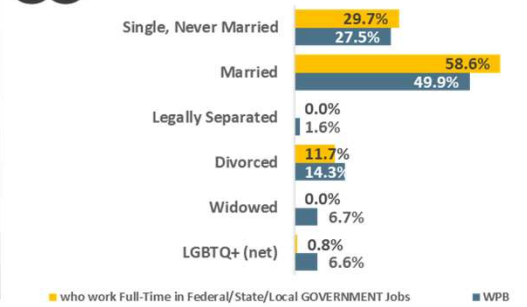
Education Levels: Adults 18 or older



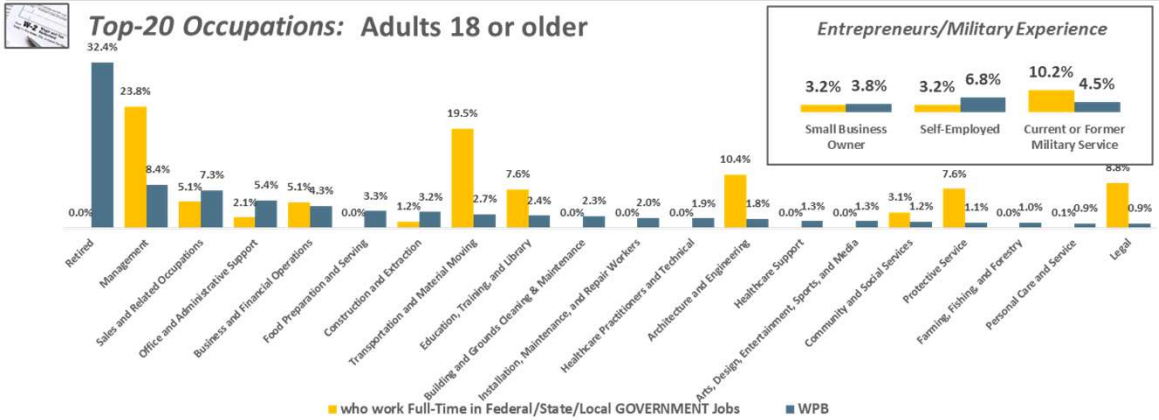
Employment: Adults 18 or older



Marital Status: Adults 18 or older

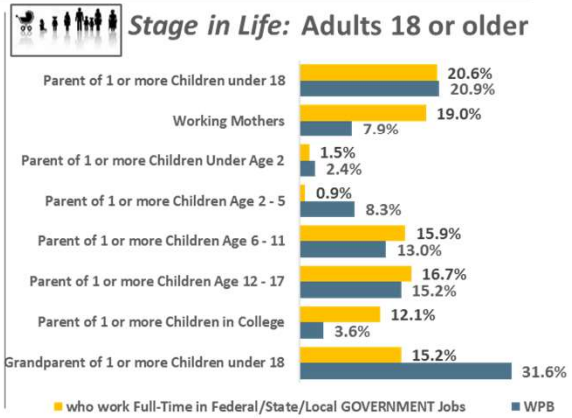


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



WPB DMA Scarborough R2 2024: Jan24-Aug24 Qual Intab 33

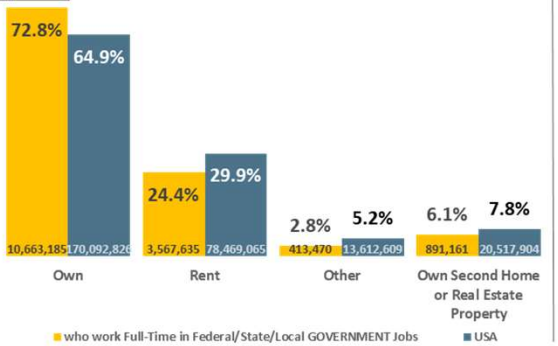
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[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work for the government)]

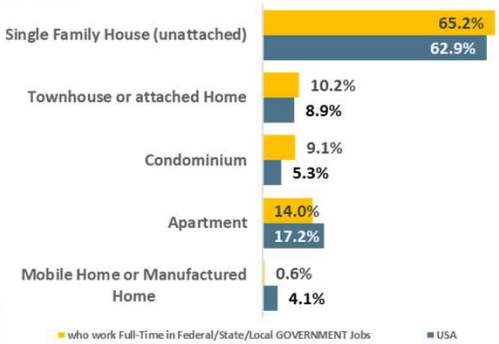
USA

5.6% or 14,644,290 of USA Adults 18 or older work Full-Time in Federal/State/Local GOVERNMENT Jobs. Adults 18 or older who work Full-Time in Federal/State/Local GOVERNMENT Jobs are 12.2% more likely to own their home, 42.8% more likely to own a higher valued home, 3.7% more likely to have a single-family home, 32.4% more likely to have a dog.

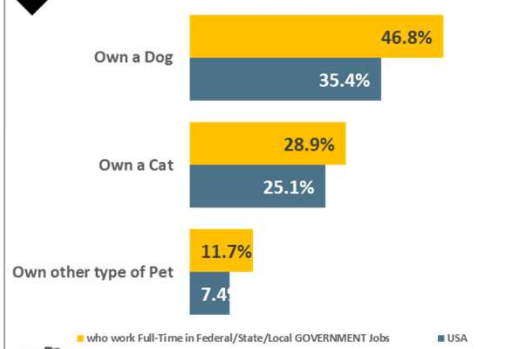
Own/Rent/Other: Adults 18 or older



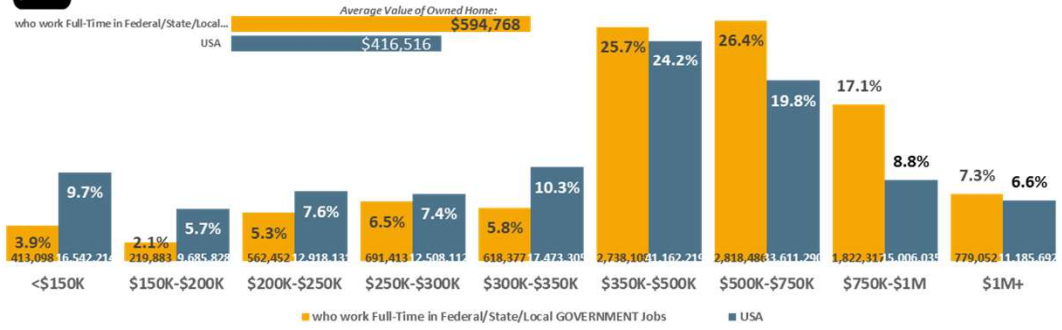
Type of Home: Adults 18 or older



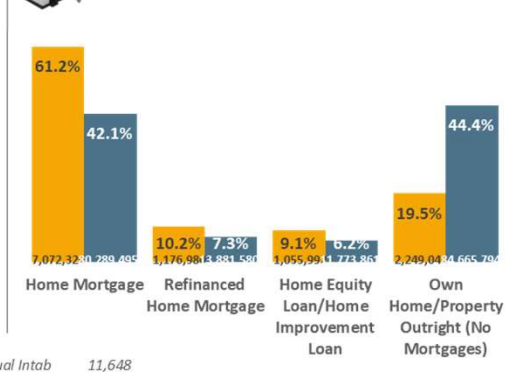
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



USA *USA Projection* *Scarborough R1 2024: Jan24-Sep24* *Qual Intab* *729*

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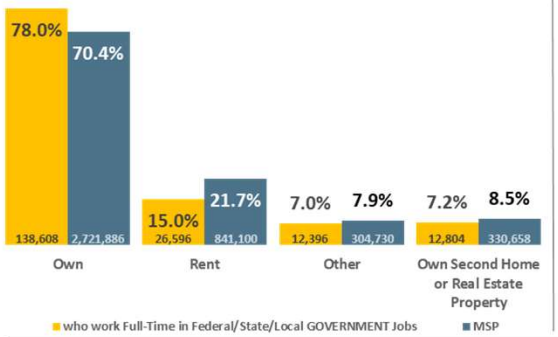
USA Projection *Scarborough R1 2024: Jan23-Aug24* *Qual Intab* *11,648*

[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work for the government)]

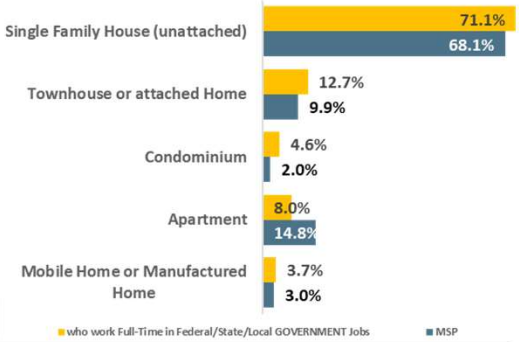
MSP

4.6% or 177,600 of MSP DMA Adults 18 or older work Full-Time in Federal/State/Local GOVERNMENT Jobs. Adults 18 or older who work Full-Time in Federal/State/Local GOVERNMENT Jobs are 10.9% more likely to own their home, 13.4% more likely to own a higher valued home, 4.3% more likely to have a single-family home, .2% more likely to have a dog.

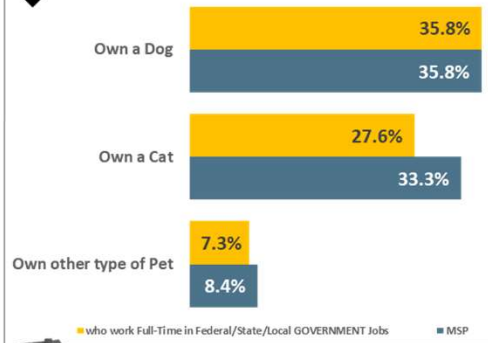
Own/Rent/Other: Adults 18 or older



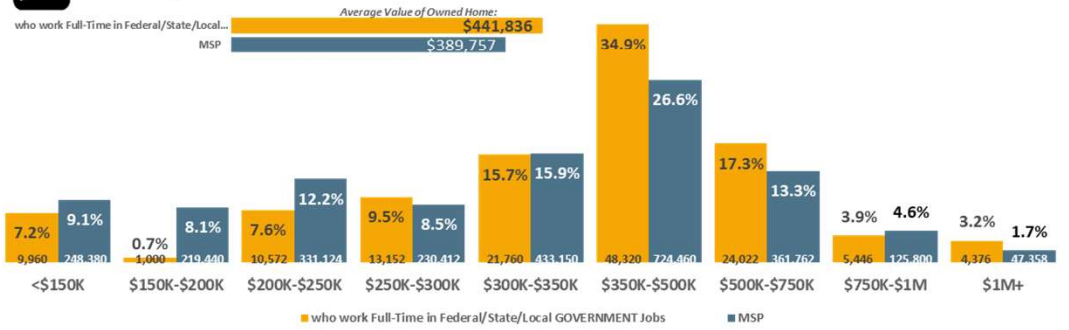
Type of Home: Adults 18 or older



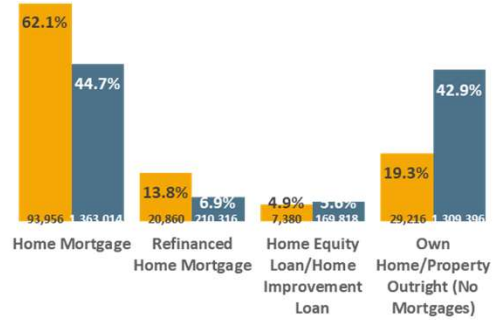
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



MSP DMA Scarborough R2 2024: Feb24-Aug24 Qual Intab 47

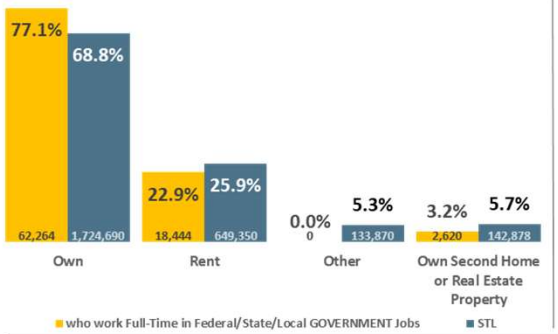
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[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work for the government)]

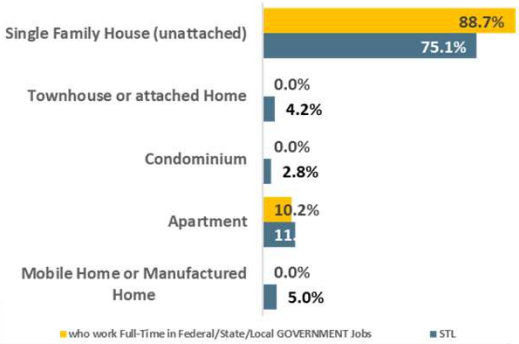
STL

3.2% or 80,708 of STL DMA Adults 18 or older work Full-Time in Federal/State/Local GOVERNMENT Jobs. Adults 18 or older who work Full-Time in Federal/State/Local GOVERNMENT Jobs are 12.2% more likely to own their home, 8.5% more likely to own a higher valued home, 18.1% more likely to have a single-family home, 12.9% more likely to have a dog.

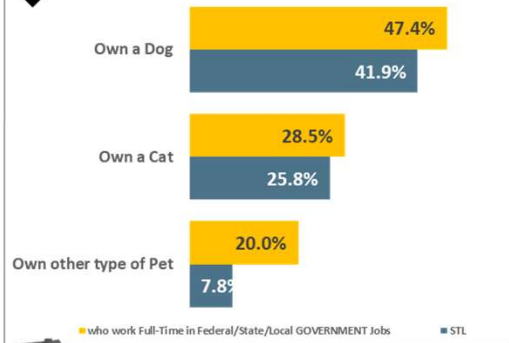
Own/Rent/Other: Adults 18 or older



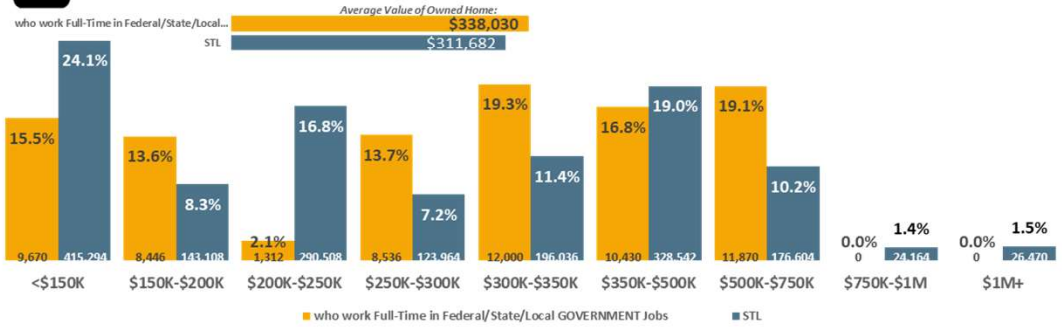
Type of Home: Adults 18 or older



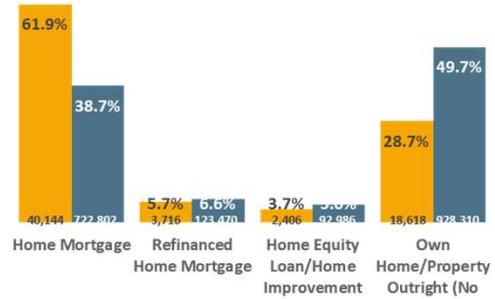
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



STL DMA Scarborough R2 2024: Feb24-Aug24 Qual Intab 36

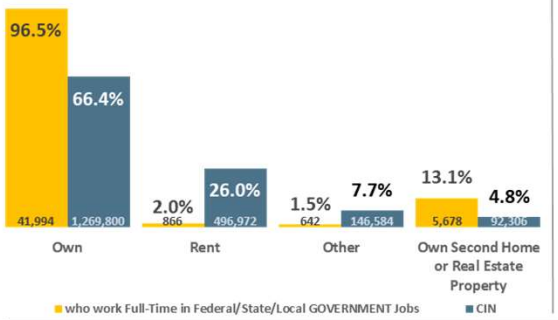
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[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work for the government)]

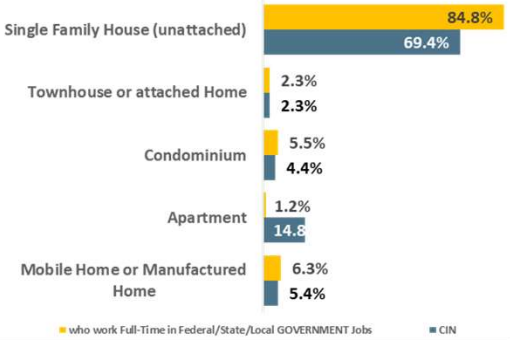
CIN

2.3% or 43,502 of CIN DMA Adults 18 or older work Full-Time in Federal/State/Local GOVERNMENT Jobs. Adults 18 or older who work Full-Time in Federal/State/Local GOVERNMENT Jobs are 45.5% more likely to own their home, 14.8% more likely to own a higher valued home, 22.2% more likely to have a single-family home, 74.3% more likely to have a dog.

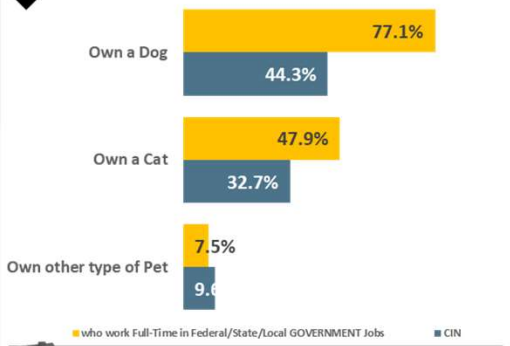
Own/Rent/Other: Adults 18 or older



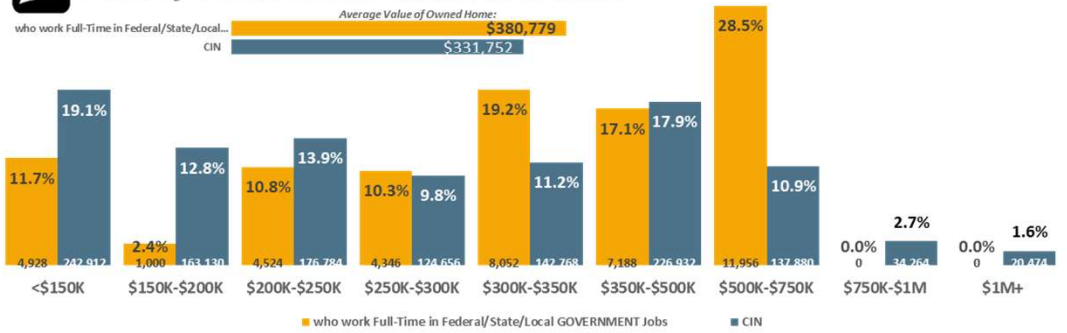
Type of Home: Adults 18 or older



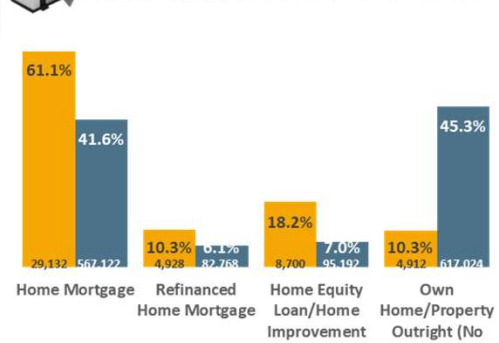
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



CIN DMA Scarborough R2 2024: Feb24-Aug24 Qual Intab 25

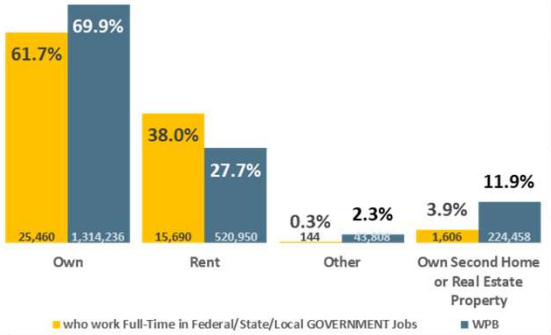
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[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work for the government)]

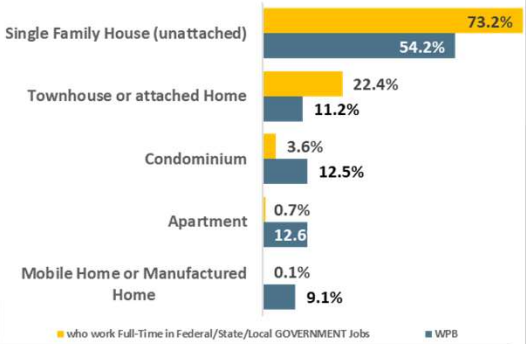
WPB

2.2% or 41,294 of WPB DMA Adults 18 or older work Full-Time in Federal/State/Local GOVERNMENT Jobs. Adults 18 or older who work Full-Time in Federal/State/Local GOVERNMENT Jobs are 11.8% less likely to own their home, 6.3% more likely to own a higher valued home, 35.2% more likely to have a single-family home, 42.6% less likely to have a dog.

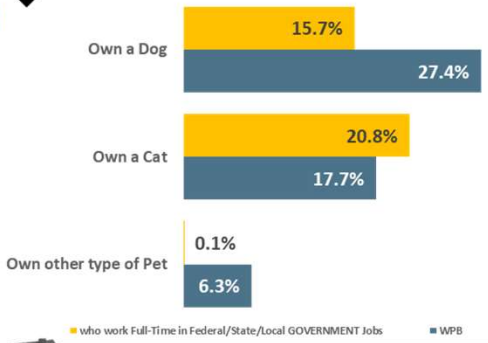
Own/Rent/Other: Adults 18 or older



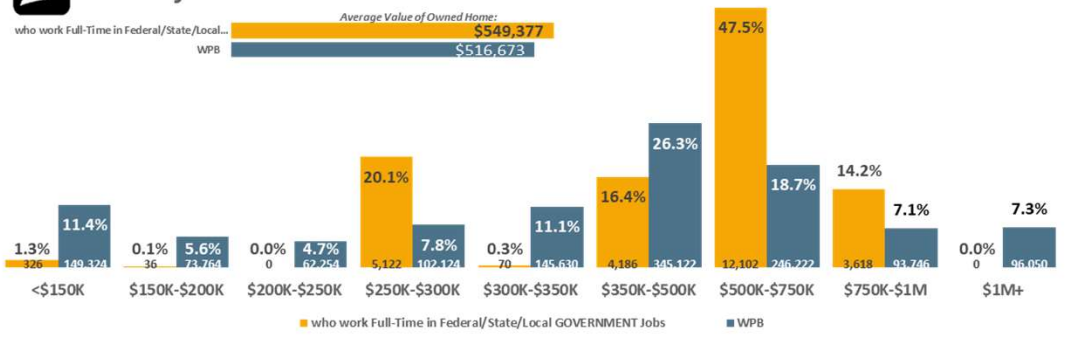
Type of Home: Adults 18 or older



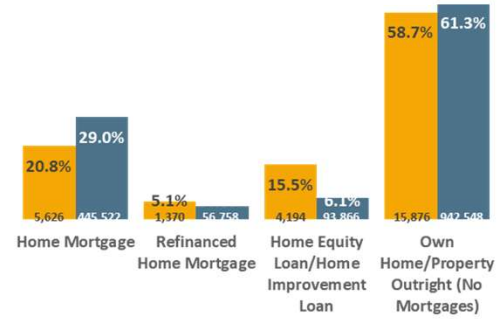
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



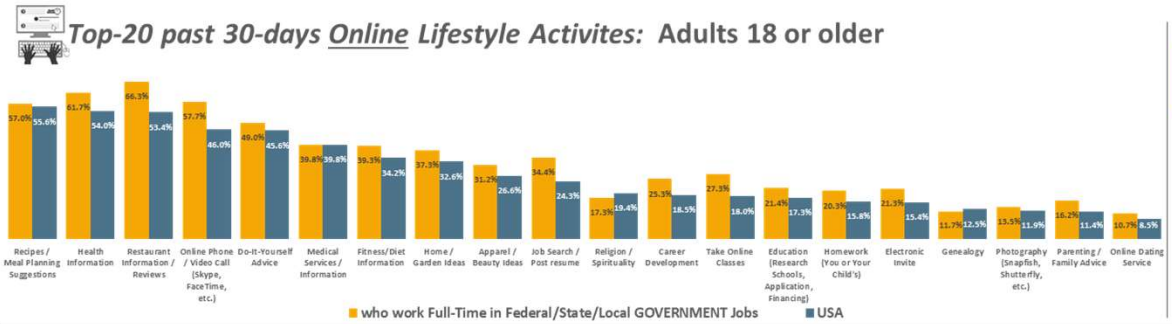
WPB DMA Scarborough R2 2024: Jan24-Aug24 Qual Intab 33

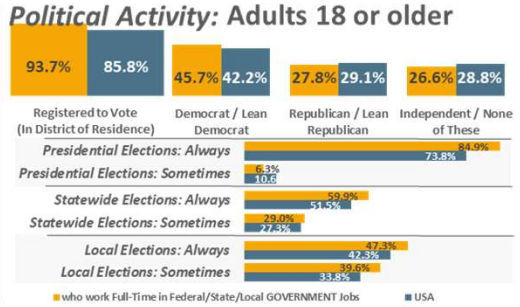
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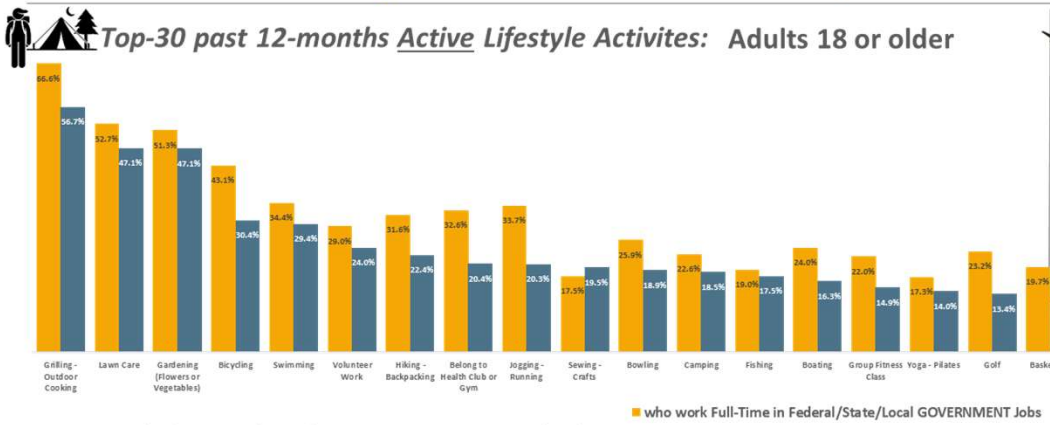
[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work for the government)]

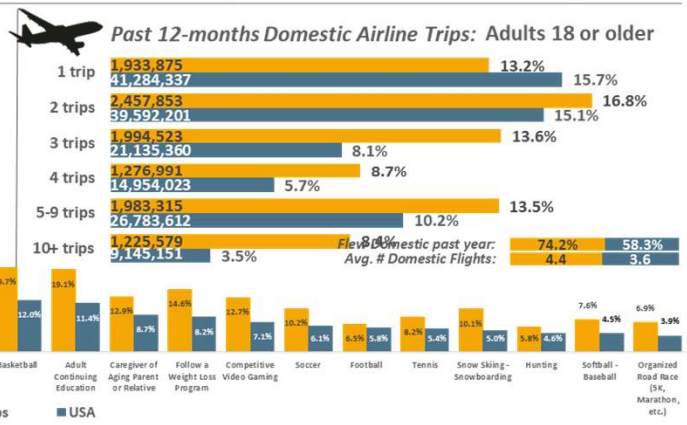


5.6% or 14,644,290 of USA Adults 18 or older work Full-Time in Federal/State/Local GOVERNMENT Jobs. Adults 18 or older who work Full-Time in Federal/State/Local GOVERNMENT Jobs are 7.3% more likely to look up D-I-Y advice online, 12.% more likely to always vote in local elections, 60.% more likely to belong to a gym, 27.3% more likely to fly domestic pa









USA *USA Projection* *Scarborough R1 2024: Jan24-Sep24* *Qual Intab* *729*

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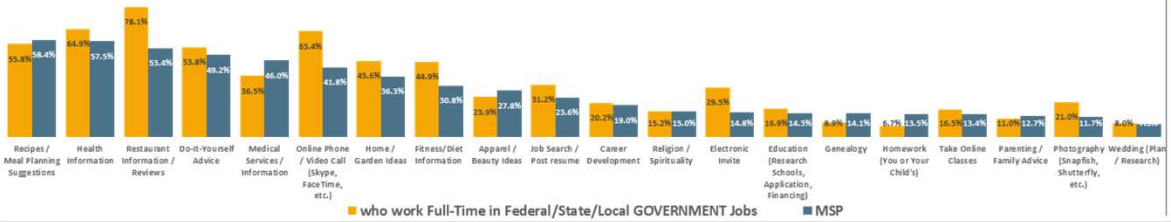
USA Projection *Scarborough R1 2024: Jan23-Aug24* *Qual Intab* *11,648*

[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work for the government)]

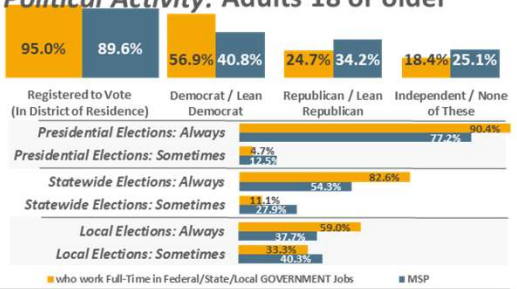
MSP

4.6% or 177,600 of MSP DMA Adults 18 or older work Full-Time in Federal/State/Local GOVERNMENT Jobs. Adults 18 or older who work Full-Time in Federal/State/Local GOVERNMENT Jobs are 9.3% more likely to look up D-I-Y advice online, 56.6% more likely to always vote in local elections, 87.1% more likely to belong to a gym, 28.2% more likely to fly domestic

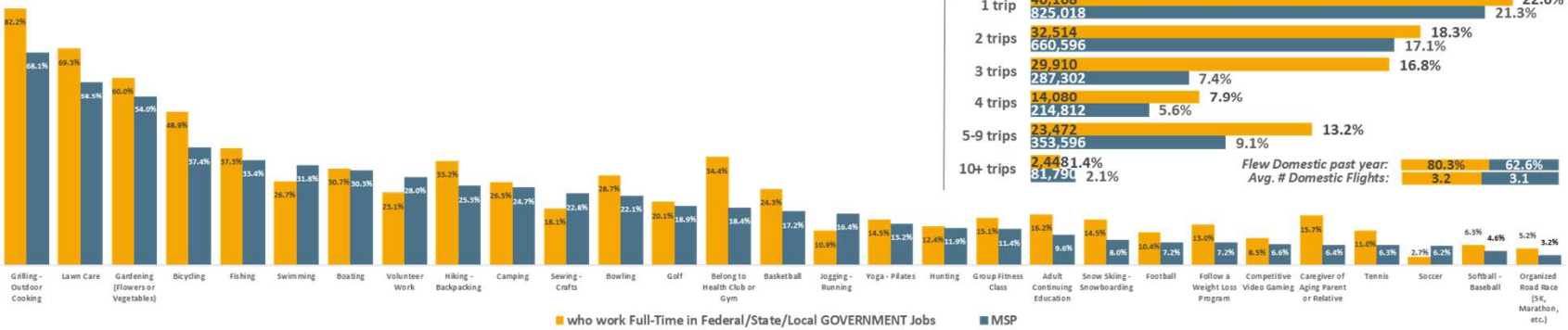
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



Top-30 past 12-months Active Lifestyle Activites: Adults 18 or older



Past 12-months Domestic Airline Trips: Adults 18 or older

MSP DMA Scarborough R2 2024: Feb24-Aug24 Qual Intab 47

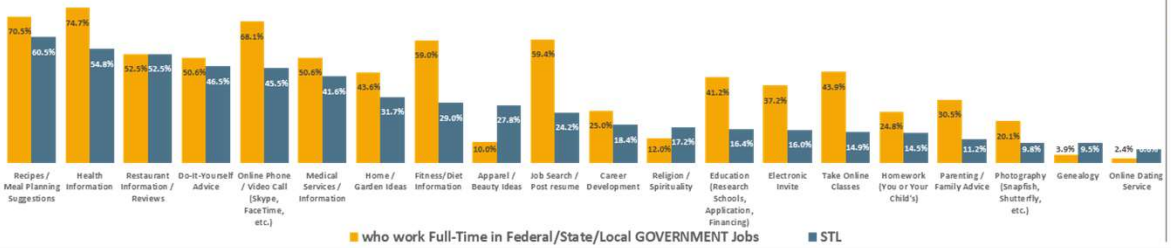
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[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work for the government)]

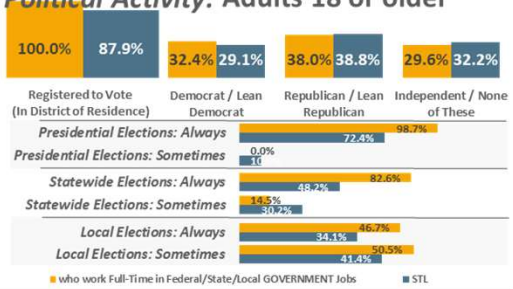


3.2% or 80,708 of STL DMA Adults 18 or older work Full-Time in Federal/State/Local GOVERNMENT Jobs. Adults 18 or older who work Full-Time in Federal/State/Local GOVERNMENT Jobs are 8.9% more likely to look up D-I-Y advice online, 36.8% more likely to always vote in local elections, 94.5% more likely to belong to a gym, 3.4% less likely to fly domestic p

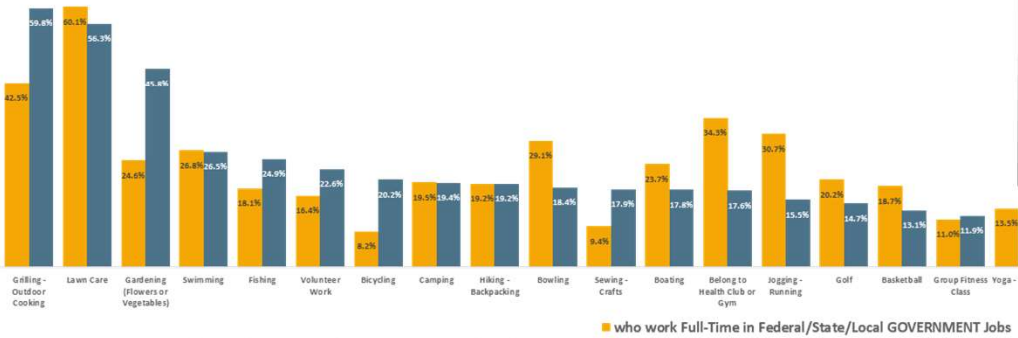
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



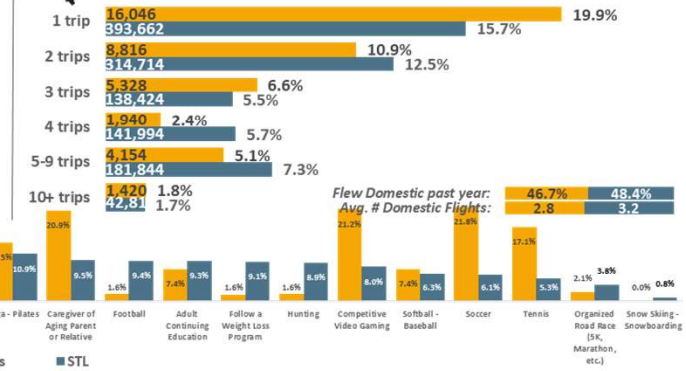
Political Activity: Adults 18 or older



Top-30 past 12-months Active Lifestyle Activites: Adults 18 or older



Past 12-months Domestic Airline Trips: Adults 18 or older



STL DMA Scarborough R2 2024: Feb24-Aug24 Qual Intab 36

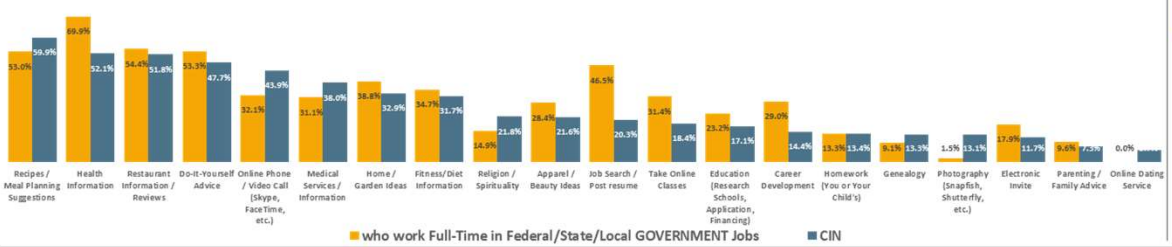
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[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work for the government)]

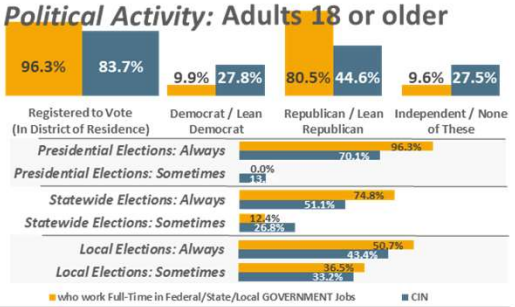
CIN

2.3% or 43,502 of CIN DMA Adults 18 or older work Full-Time in Federal/State/Local GOVERNMENT Jobs. Adults 18 or older who work Full-Time in Federal/State/Local GOVERNMENT Jobs are 11.8% more likely to look up D-I-Y advice online, 17.% more likely to always vote in local elections, 62.4% less likely to belong to a gym, 13.5% less likely to fly domestic

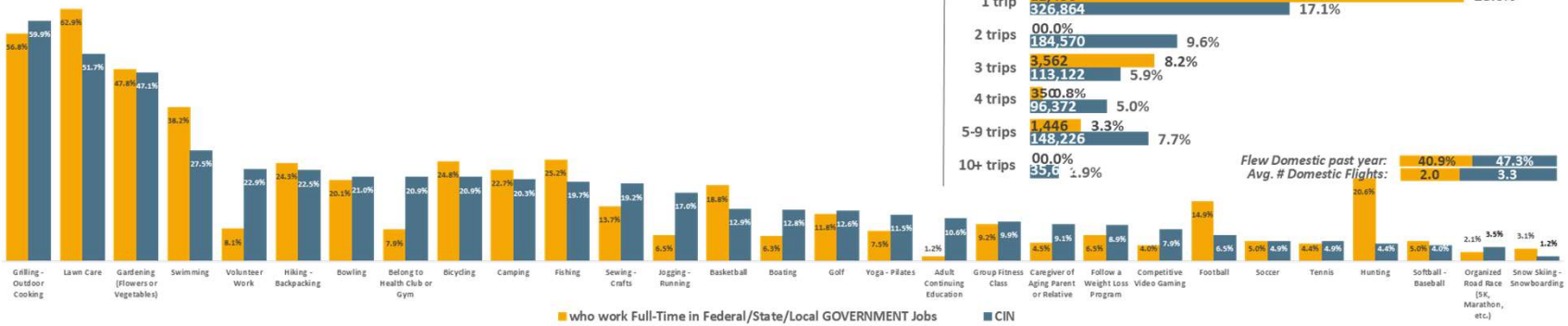
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



Top-30 past 12-months Active Lifestyle Activites: Adults 18 or older



Past 12-months Domestic Airline Trips: Adults 18 or older

CIN DMA Scarborough R2 2024: Feb24-Aug24 Qual Intab 25

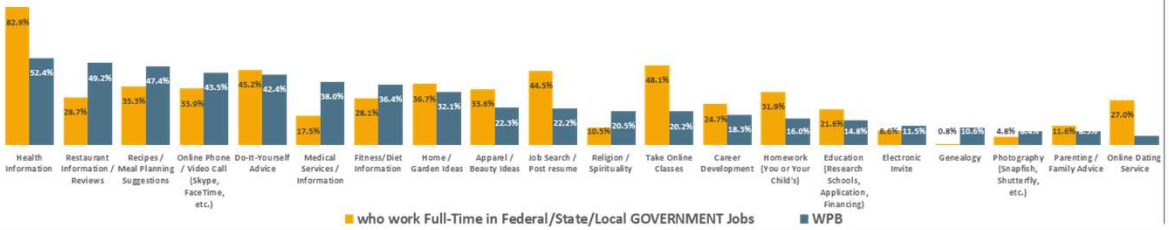
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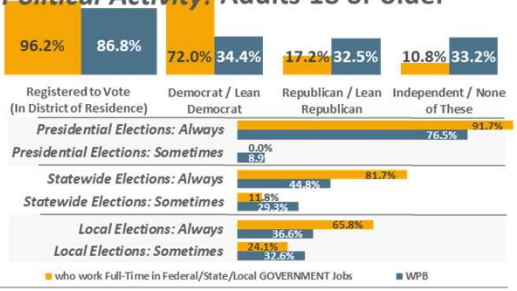


2.2% or 41,294 of WPB DMA Adults 18 or older work Full-Time in Federal/State/Local GOVERNMENT Jobs. Adults 18 or older who work Full-Time in Federal/State/Local GOVERNMENT Jobs are 6.5% more likely to look up D-I-Y advice online, 79.7% more likely to always vote in local elections, 208.9% more likely to belong to a gym, 20.9% more likely to fly domestic

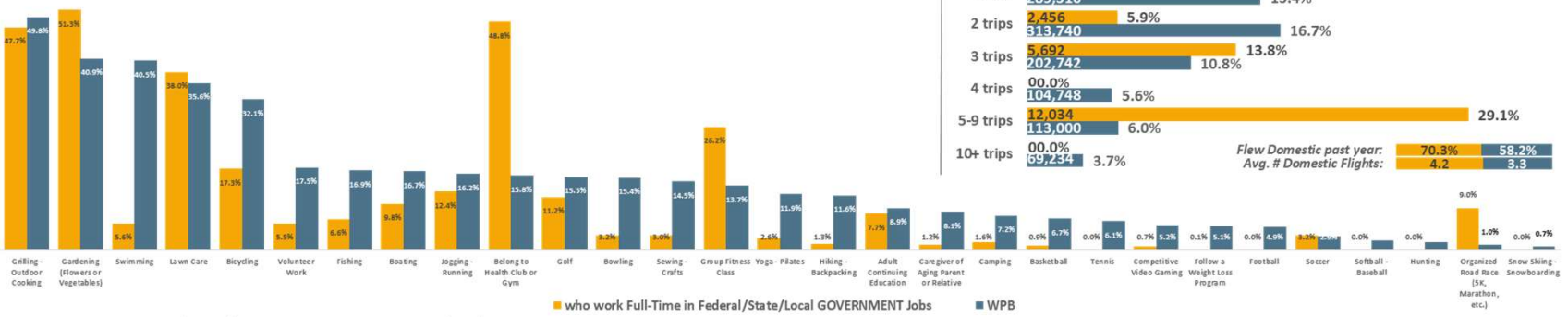
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



Top-30 past 12-months Active Lifestyle Activites: Adults 18 or older



Past 12-months Domestic Airline Trips: Adults 18 or older

WPB DMA Scarborough R2 2024: Jan24-Aug24 Qual Intab 33

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[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work for the government)]

USA

5.6% or 14,644,290 of USA Adults 18 or older work Full-Time in Federal/State/Local GOVERNMENT Jobs. Adults 18 or older who work Full-Time in Federal/State/Local GOVERNMENT Jobs are 4.6% more likely to use QSRs past mo., 12.% more likely to use Sit-Down Restaurants past mo., 7.6% more likely to use Casinos past yr., 65.3% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



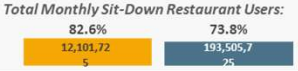
Avg. Monthly QSR Meals:



Past 30-days Sit-Down Restaurant Users: Adults 18 or older



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 18 or older

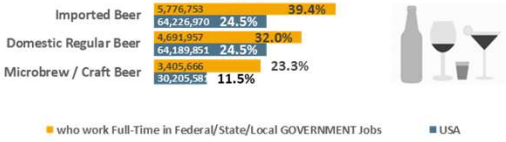
(Sit-Down Restaurants Used Past 30-days)



Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)

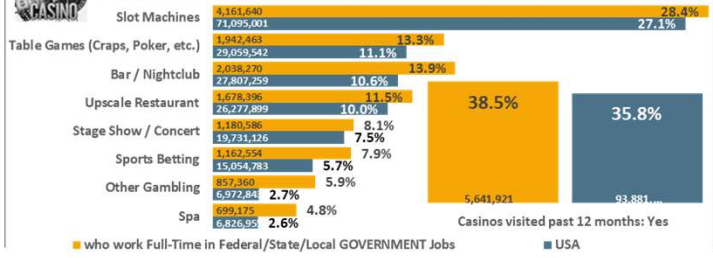


Drank Past 30-days: Adults 18 or older



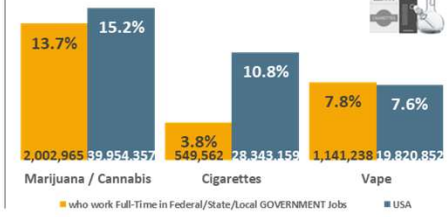
Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older





USA USA Projection Scarborough R1 2024: Jan24-Sep24 Qual Intab 729

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USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 11,648

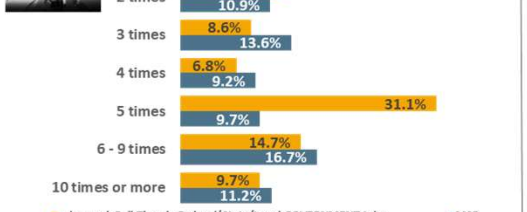
[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work for the government)]

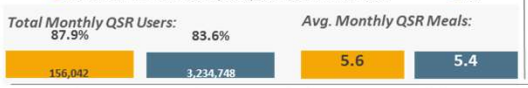
MSP

4.6% or 177,600 of MSP DMA Adults 18 or older work Full-Time in Federal/State/Local GOVERNMENT Jobs. Adults 18 or older who work Full-Time in Federal/State/Local GOVERNMENT Jobs are 5.1% more likely to use QSRs past mo., 24.6% more likely to use Sit-Down Restaurants past mo., 14.% more likely to use Casinos past yr., 84.7% less likely to smoke cigarettes

Past 30-days QSR Users: Adults 18 or older

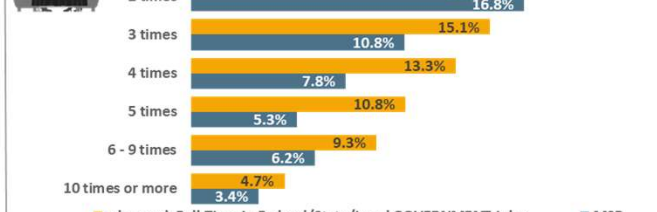


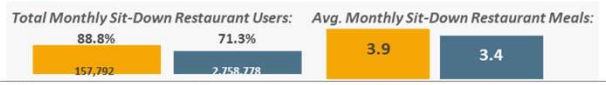




Past 30-days Sit-Down Restaurant Users: Adults 18 or older







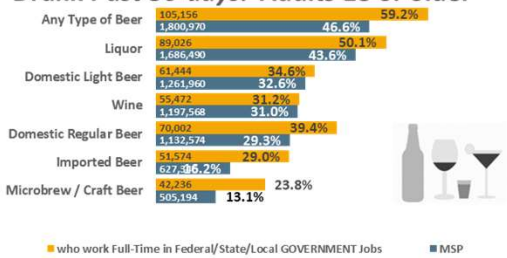
Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



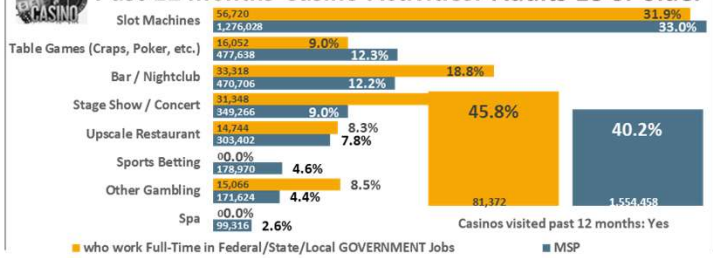


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



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[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work for the government)]



3.2% or 80,708 of STL DMA Adults 18 or older work Full-Time in Federal/State/Local GOVERNMENT Jobs. Adults 18 or older who work Full-Time in Federal/State/Local GOVERNMENT Jobs are 8.% less likely to use QSRs past mo., .8% less likely to use Sit-Down Restaurants past mo., 23.4% less likely to use Casinos past yr., 87.9% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users: 79.5% 64,138 | 86.4% 2,167,200

Avg. Monthly QSR Meals: 7.4 | 5.9

Past 30-days Sit-Down Restaurant Users: Adults 18 or older



Total Monthly Sit-Down Restaurant Users: 68.7% 55,432 | 69.2% 1,736,368

Avg. Monthly Sit-Down Restaurant Meals: 4.7 | 3.8

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)

who work Full-Time in Federal/State/Local... 8,750 10.8%

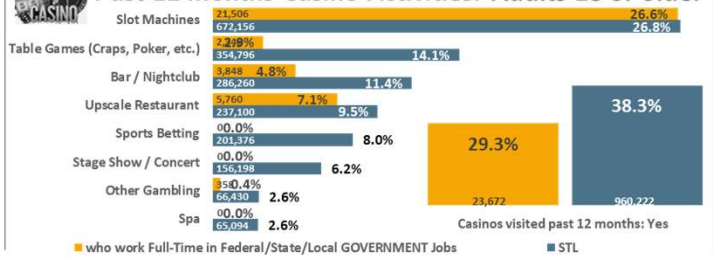
STL 406,744 16.2%

Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



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CIN

2.3% or 43,502 of CIN DMA Adults 18 or older work Full-Time in Federal/State/Local GOVERNMENT Jobs. Adults 18 or older who work Full-Time in Federal/State/Local GOVERNMENT Jobs are 12.7% more likely to use QSRs past mo., 14.6% more likely to use Sit-Down Restaurants past mo., 30.2% more likely to use Casinos past yr., 64.% less likely to smoke cigarette

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:



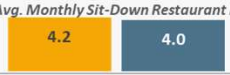
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 18 or older

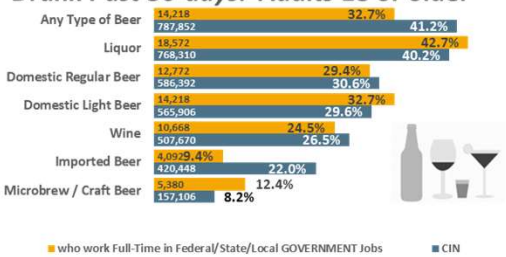
(Sit-Down Restaurants Used Past 30-days)



Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)

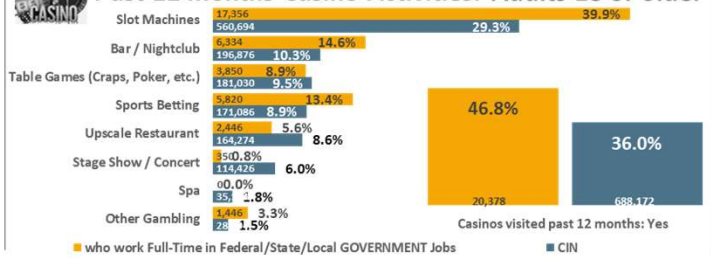


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



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2.2% or 41,294 of WPB DMA Adults 18 or older work Full-Time in Federal/State/Local GOVERNMENT Jobs. Adults 18 or older who work Full-Time in Federal/State/Local GOVERNMENT Jobs are 18.% more likely to use QSRs past mo., 10.% more likely to use Sit-Down Restaurants past mo., 3.% less likely to use Casinos past yr., 61.9% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users: 99.9% 41,250 | 84.6% 1,590,322

Avg. Monthly QSR Meals: 6.0 | 6.2

Past 30-days Sit-Down Restaurant Users: Adults 18 or older



Total Monthly Sit-Down Restaurant Users: 86.5% 35,702 | 78.6% 1,476,298

Avg. Monthly Sit-Down Restaurant Meals: 2.4 | 5.0

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)

who work Full-Time in Federal/State/Local... 10,152 24.6%

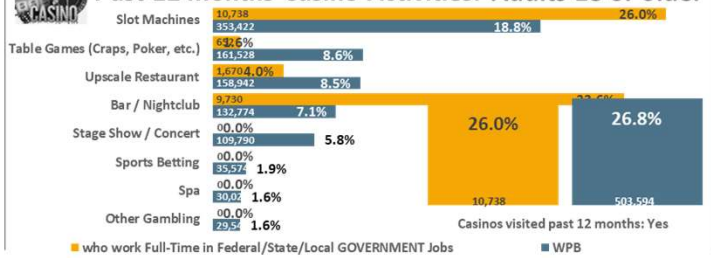
WPB 332,358 17.7%

Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



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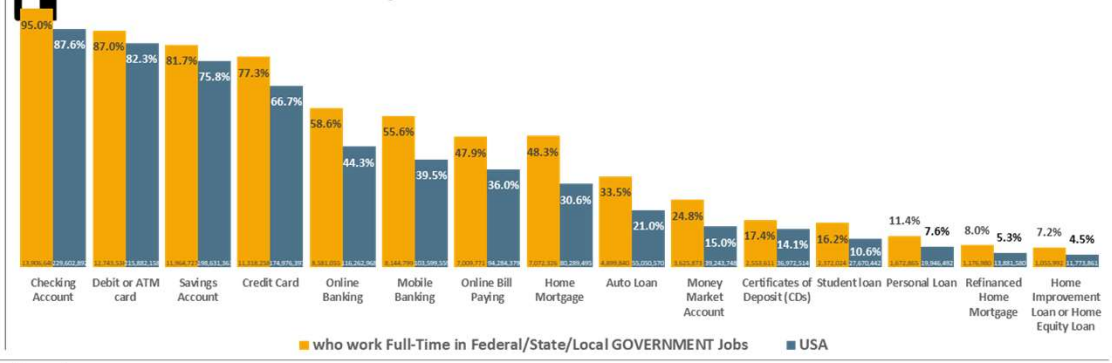
USA

5.6% or 14,644,290 of USA Adults 18 or older work Full-Time in Federal/State/Local GOVERNMENT Jobs. Adults 18 or older who work Full-Time in Federal/State/Local GOVERNMENT Jobs are 26.8% more likely to have a 401K, 59.3% more likely to have an Auto Loan, 48.9% more likely to Invest/Trade Stocks Online, .7% less likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



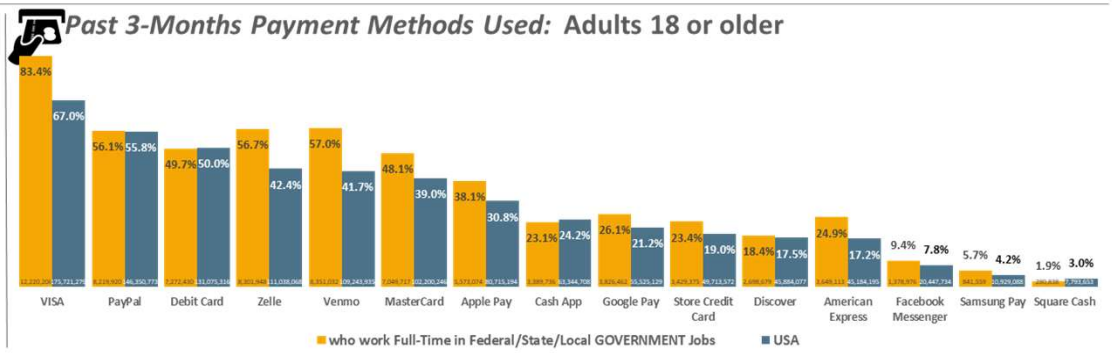
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



Past 3-Months Payment Methods Used: Adults 18 or older



USA USA Projection Scarborough R1 2024: Jan24-Sep24 Qual Intab 729

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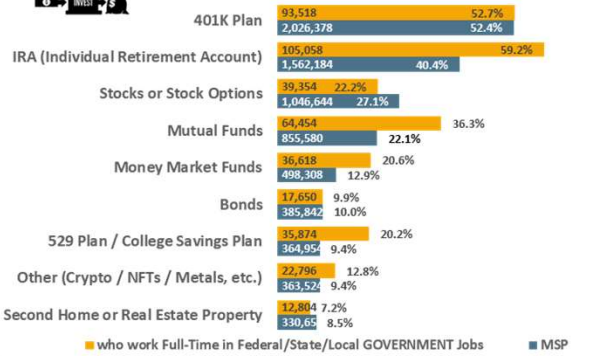
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 11,648

[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work for the government)]

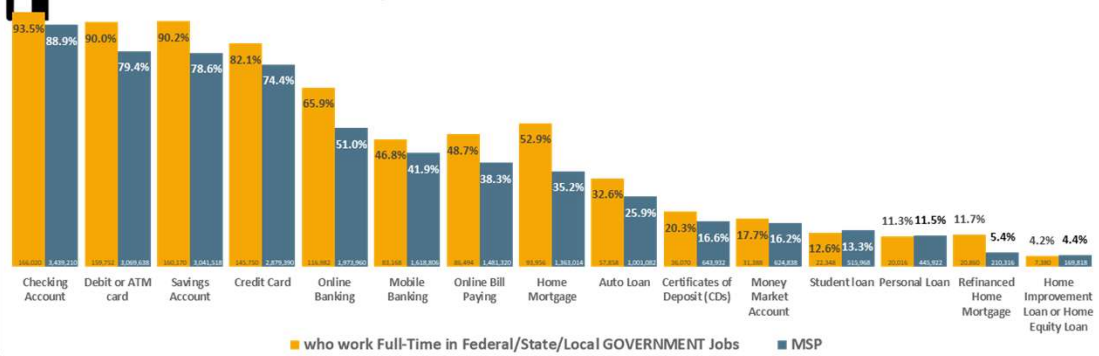
MSP

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Investments Owned: Adults 18 or older



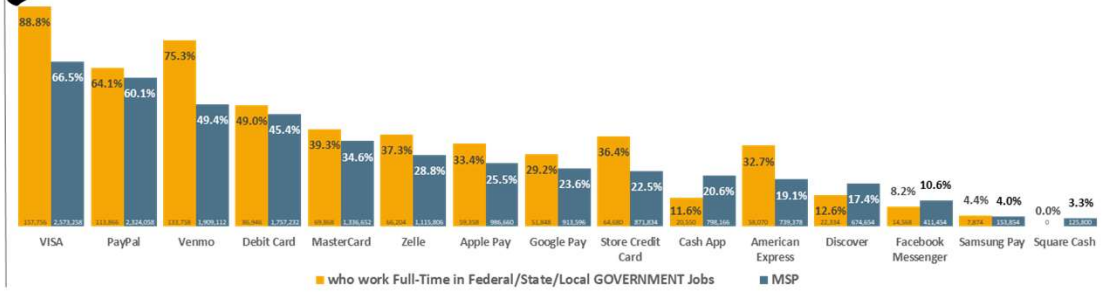
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



Past 3-Months Payment Methods Used: Adults 18 or older



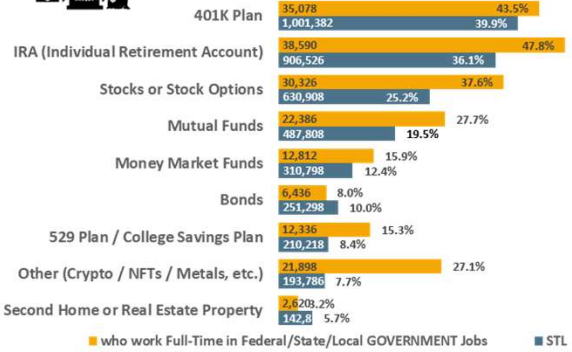
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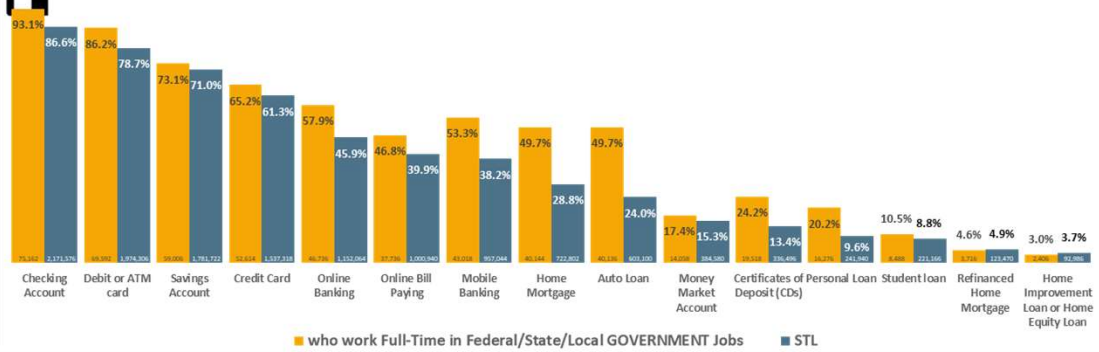
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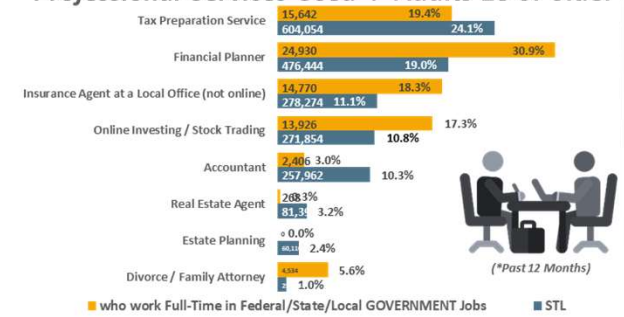
Investments Owned: Adults 18 or older



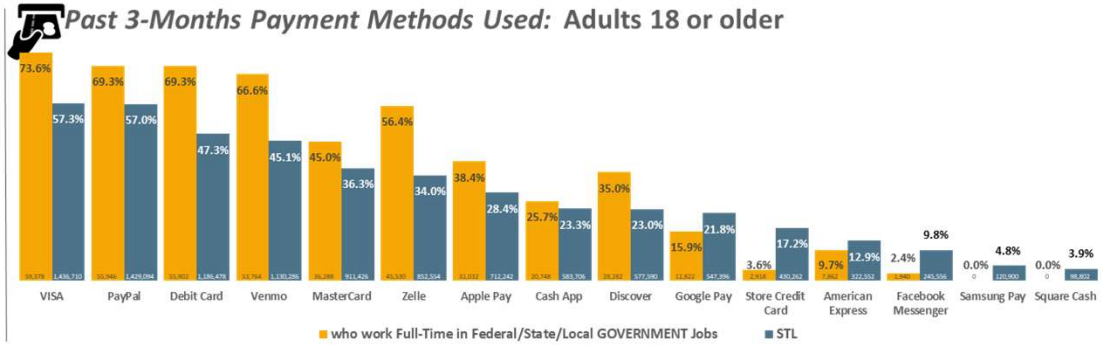
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



Past 3-Months Payment Methods Used: Adults 18 or older



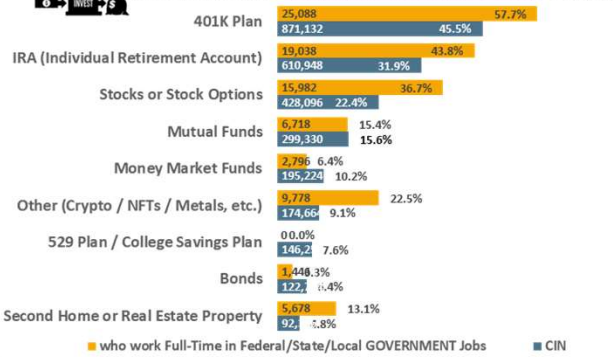
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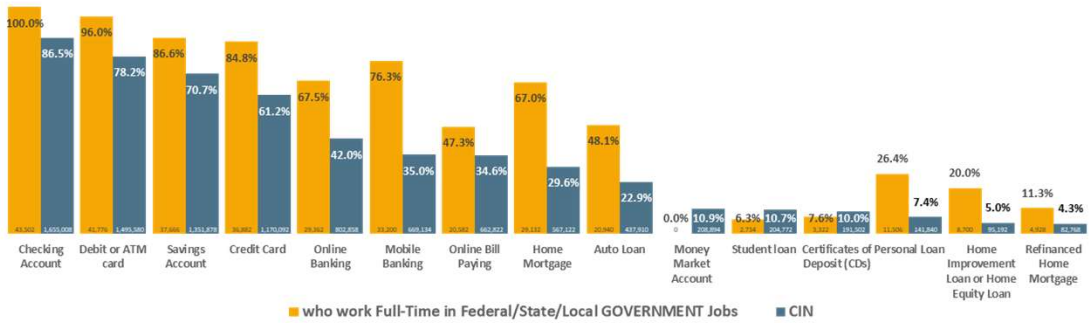
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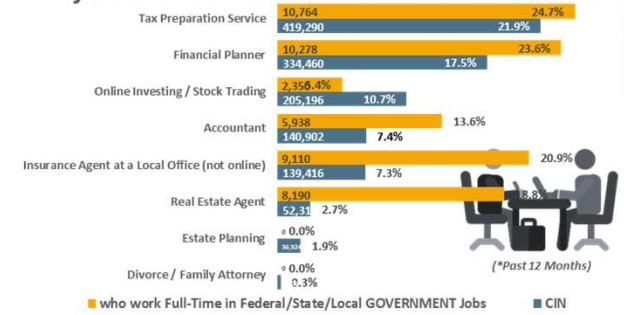
Investments Owned: Adults 18 or older



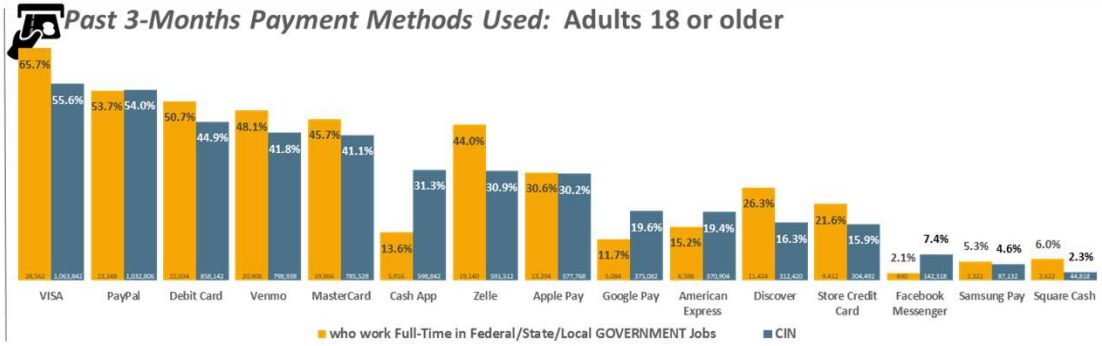
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



Past 3-Months Payment Methods Used: Adults 18 or older



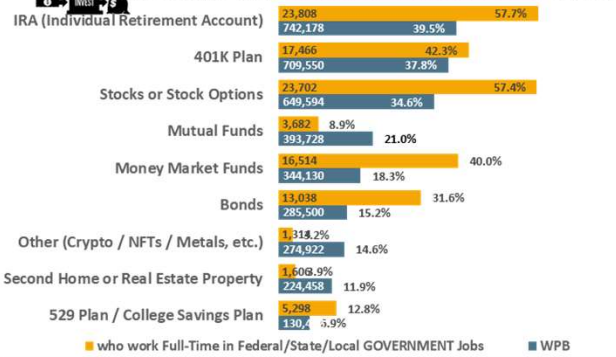
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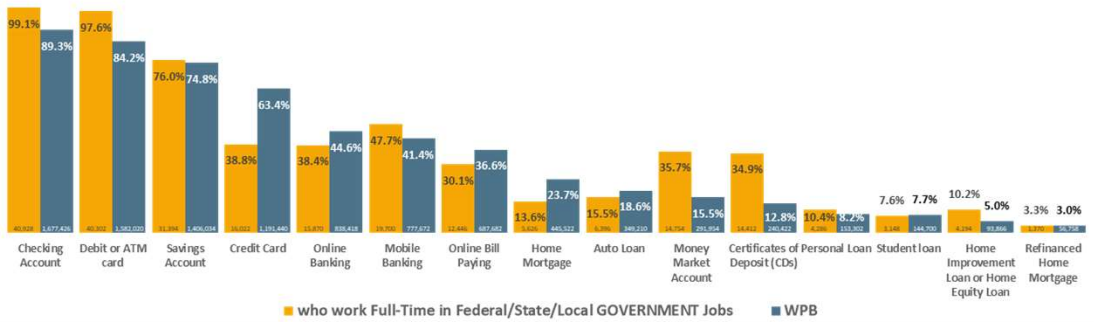
WPB

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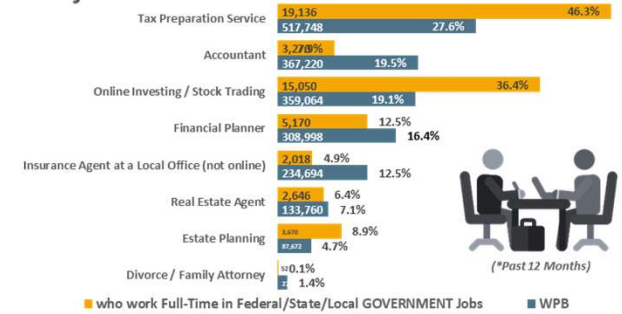
Investments Owned: Adults 18 or older



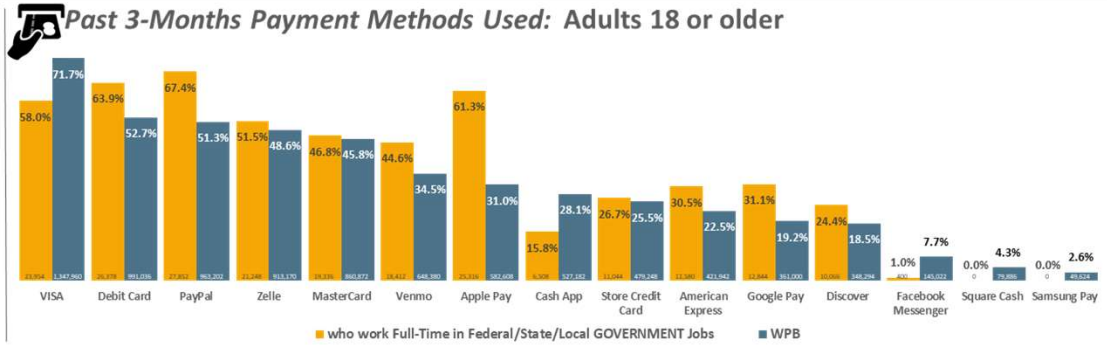
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older

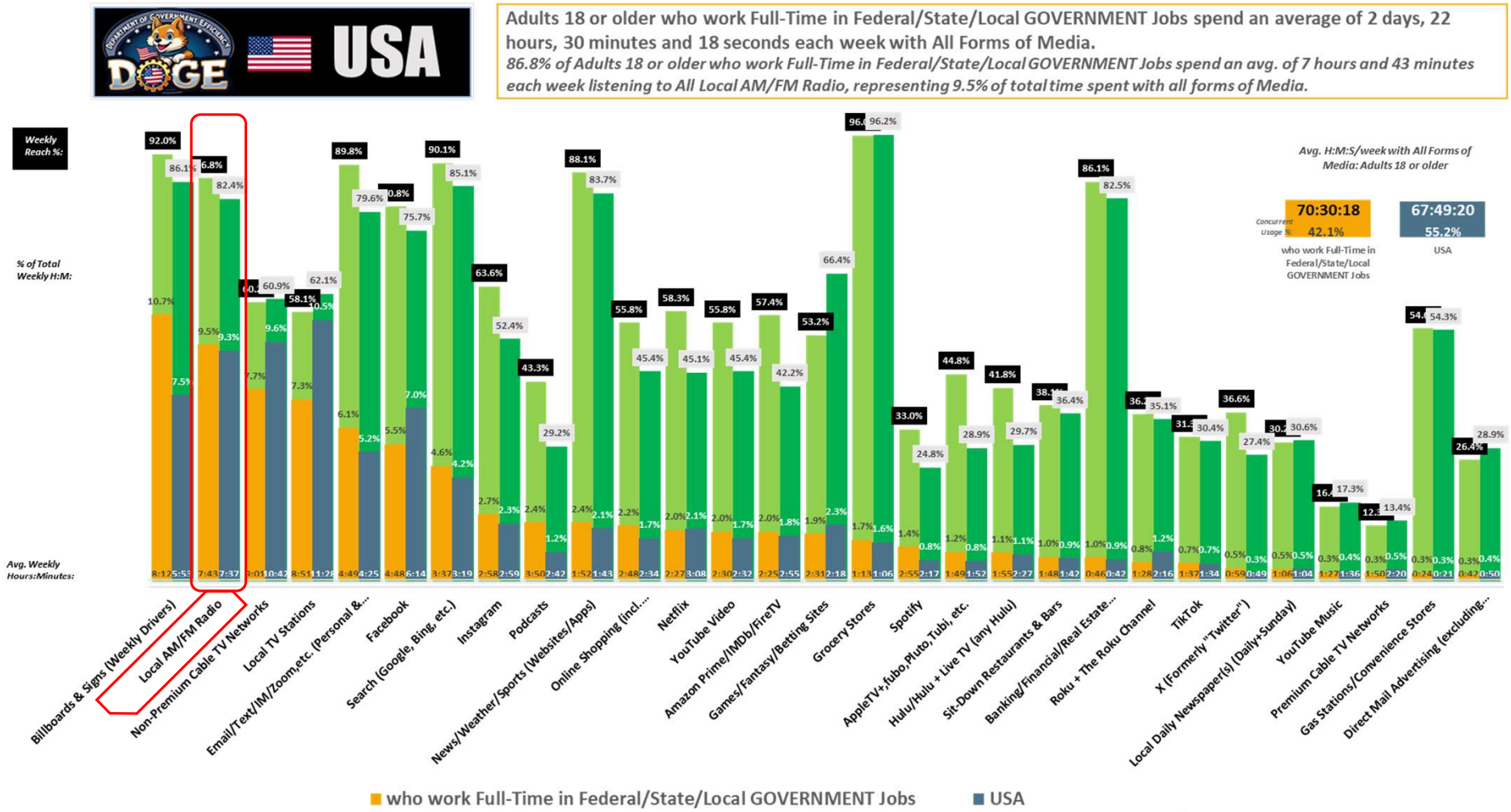


Past 3-Months Payment Methods Used: Adults 18 or older



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[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work for the government)]



USA USA Projection Scarborough R1 2024: Jan24-Sep24 Qual Intab 729 USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 11,648

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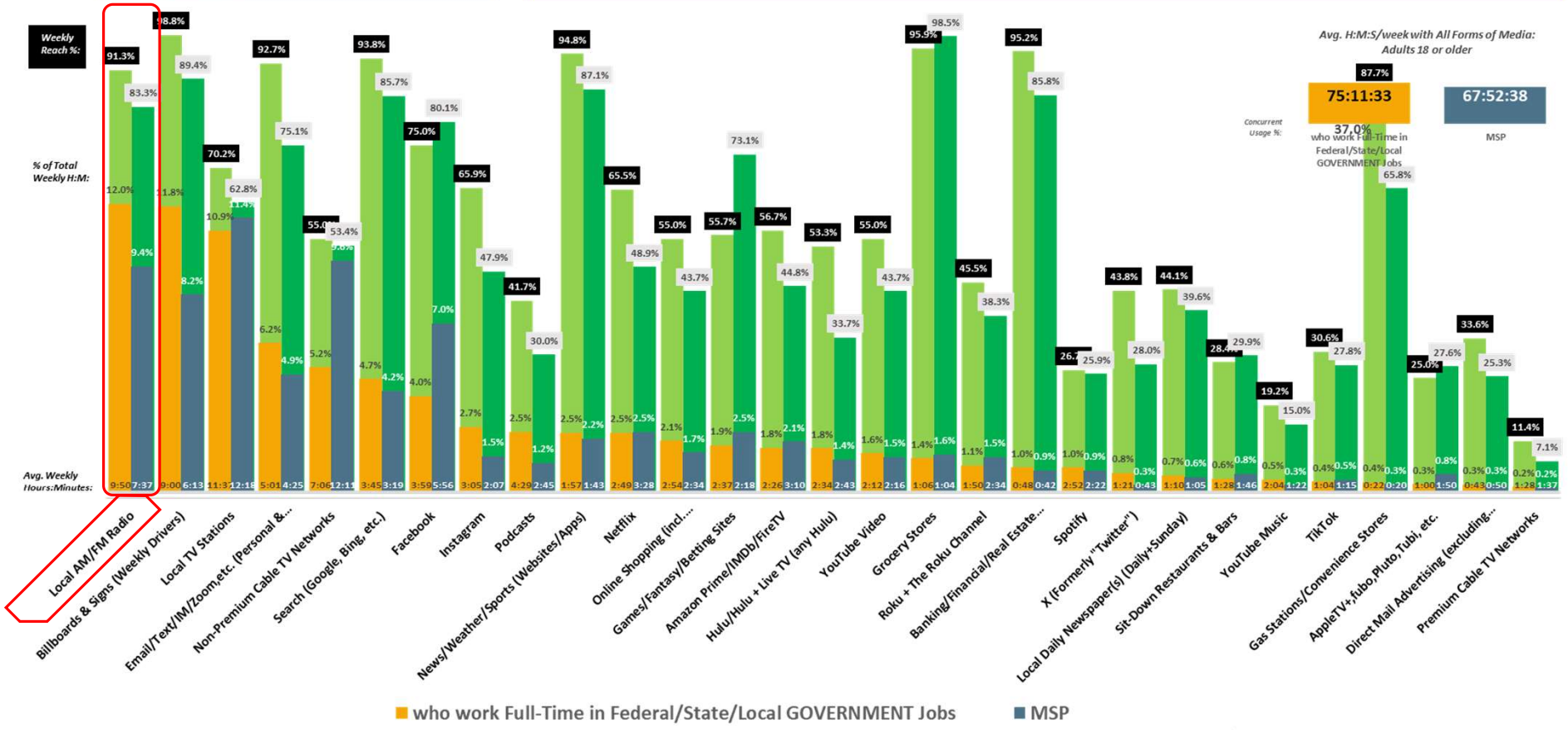
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[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work for the government)]

MSP

Adults 18 or older who work Full-Time in Federal/State/Local GOVERNMENT Jobs spend an average of 3 days, 3 hours, 11 minutes and 33 seconds each week with All Forms of Media.

91.3% of Adults 18 or older who work Full-Time in Federal/State/Local GOVERNMENT Jobs spend an avg. of 9 hours and 50 minutes each week listening to All Local AM/FM Radio, representing 12.% of total time spent with all forms of Media.

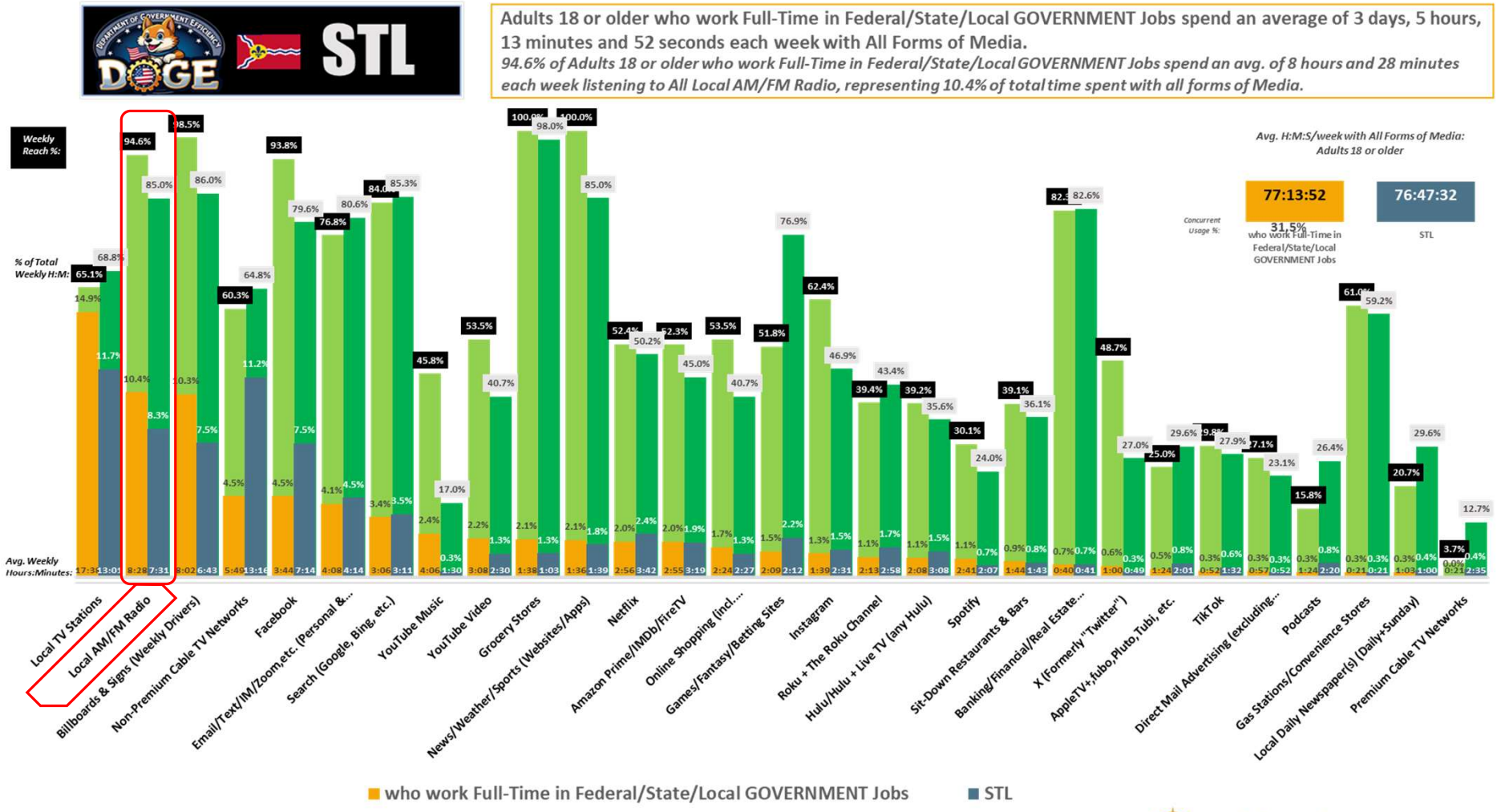


MSP DMA Scarborough R2 2024: Feb24-Aug24 Qual Intab 47 MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Feb24-Aug24 Qual Intab 964

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[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work for the government)]

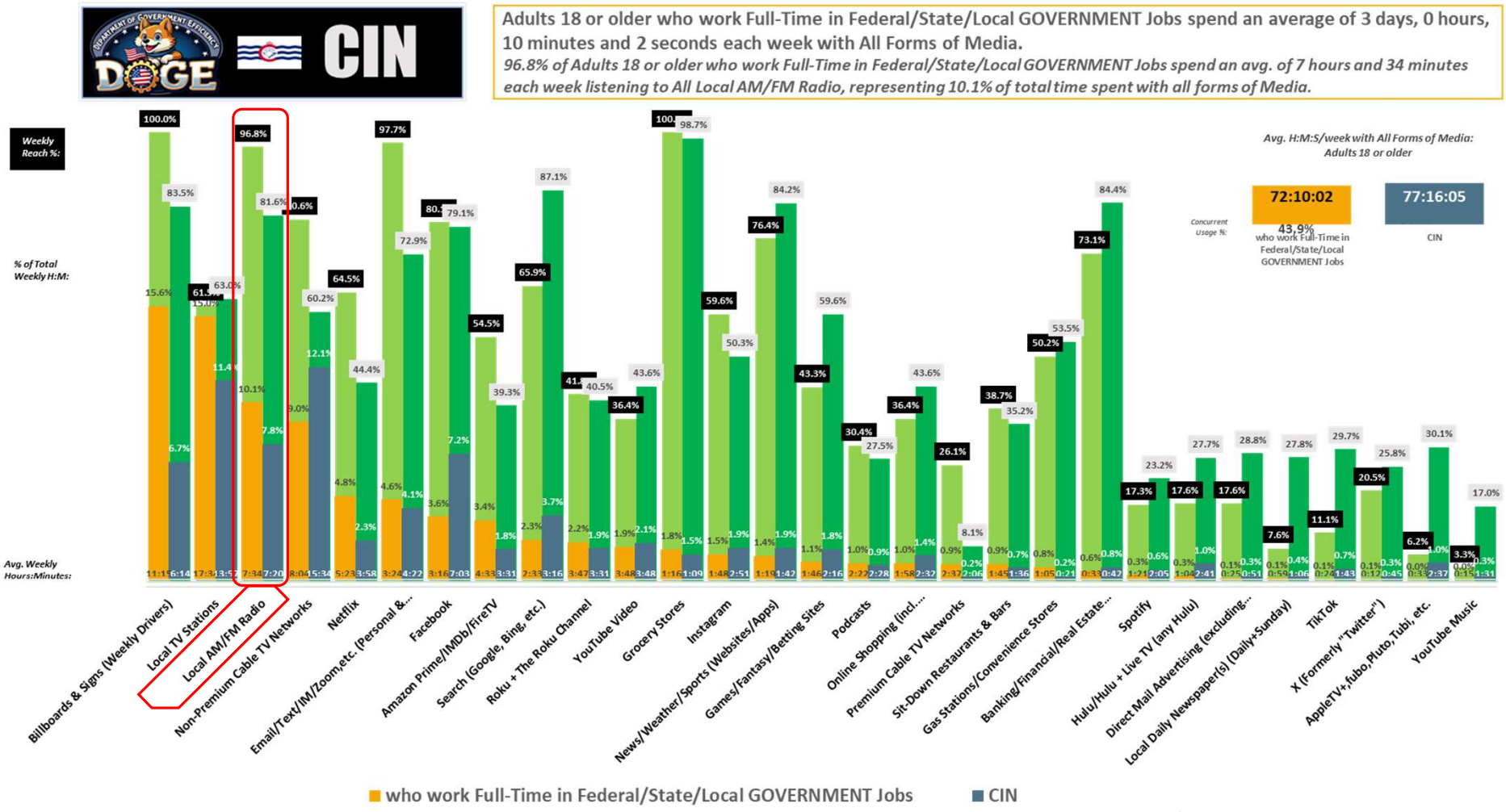


STL DMA Scarborough R2 2024: Feb24-Aug24 Qual Intab 36 ST. LOUIS DMA Scarborough R2 2024: Feb24-Aug24 Qual Intab 980

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[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work for the government)]

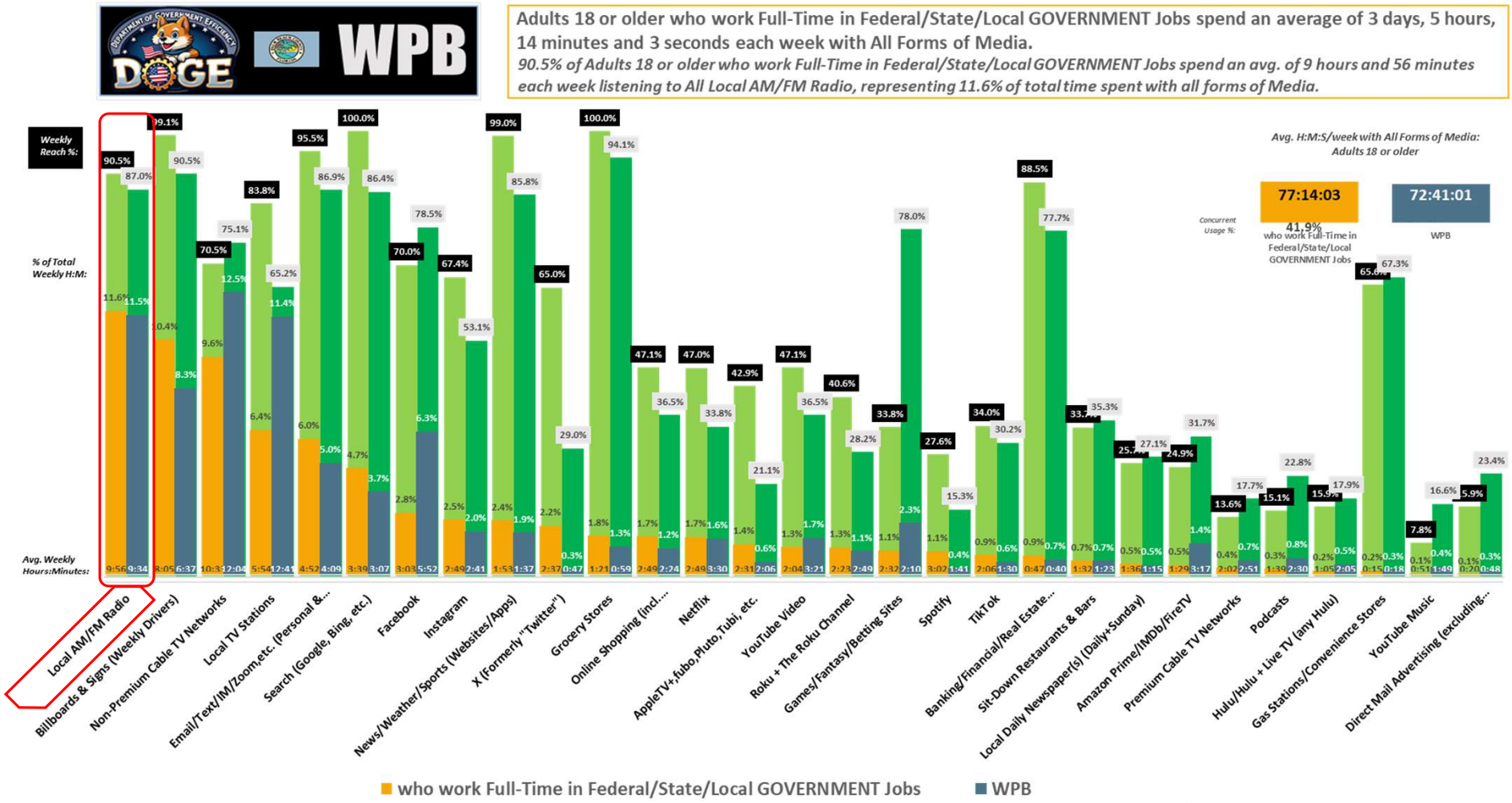


CIN DMA Scarborough R2 2024: Feb24-Aug24 Qual Intab 25 CINCINNATI DMA Scarborough R2 2024: Feb24-Aug24 Qual Intab 904

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[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work for the government)]

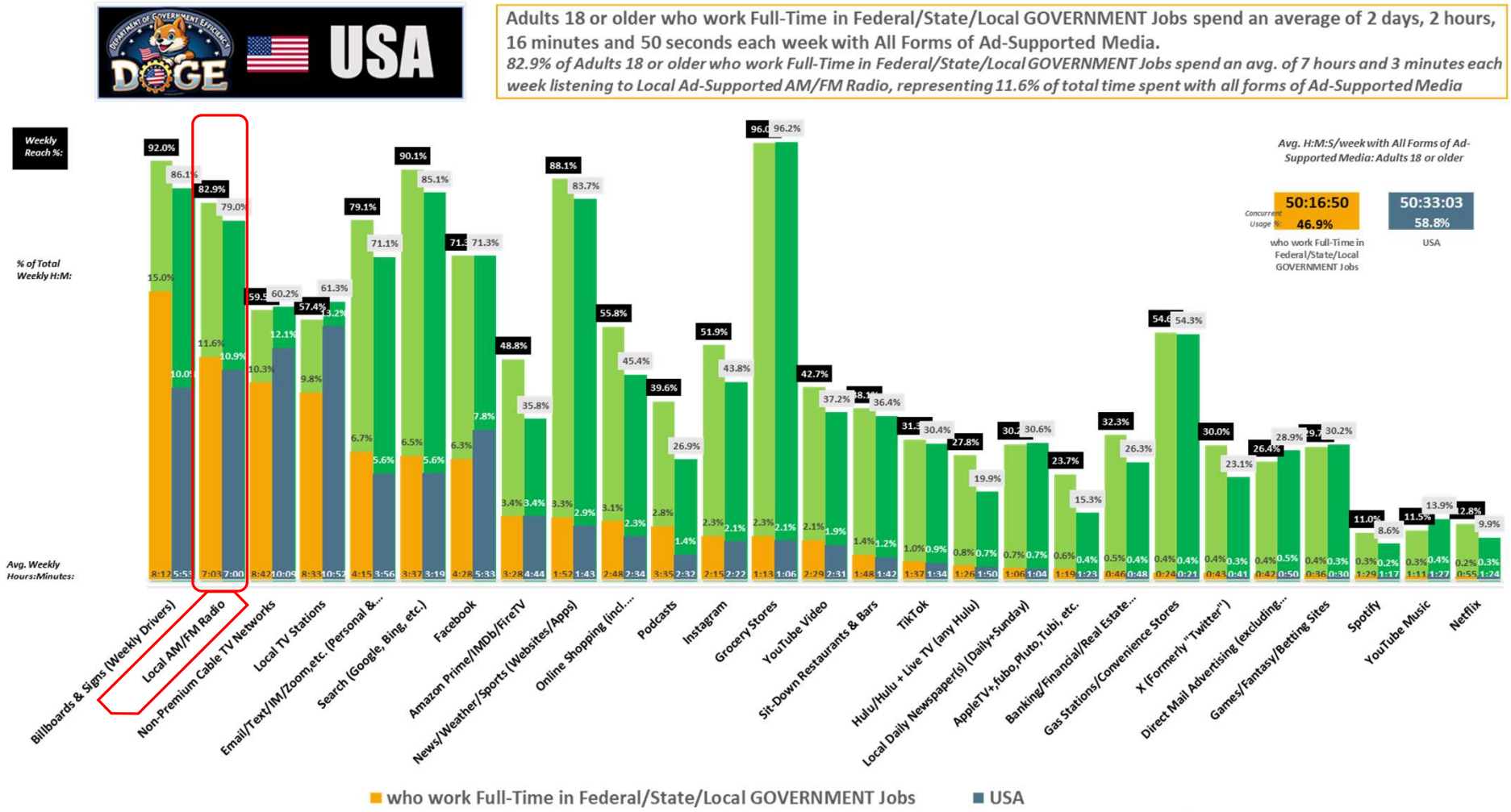


WPB DMA Scarborough R2 2024: Jan24-Aug24 Qual Intab 33 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2024: Jan24-Aug24 Qual Intab 1,234

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[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work for the government)]



USA USA Projection Scarborough R1 2024: Jan24-Sep24 Qual Intab 729 USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 11,648

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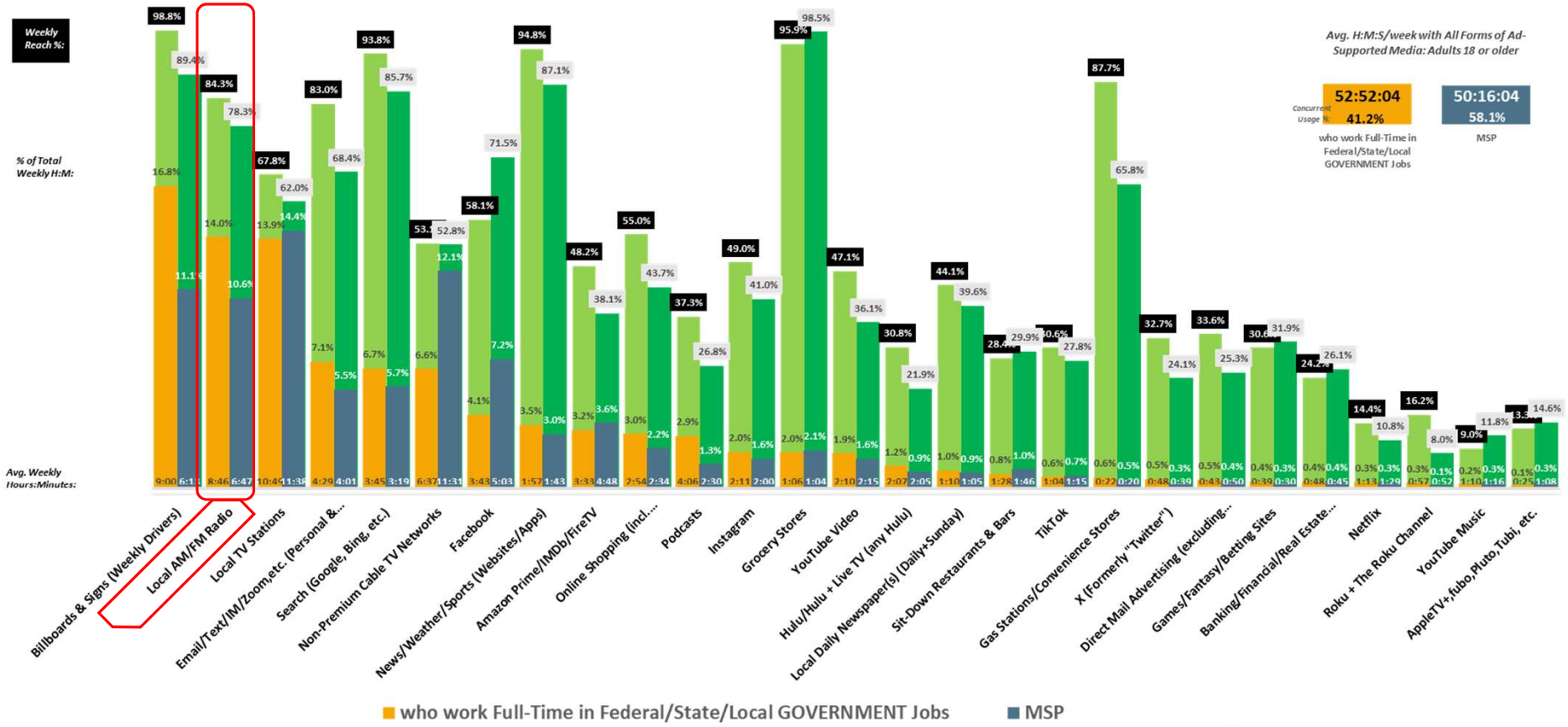
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[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work for the government)]

MSP

Adults 18 or older who work Full-Time in Federal/State/Local GOVERNMENT Jobs spend an average of 2 days, 4 hours, 52 minutes and 4 seconds each week with All Forms of Ad-Supported Media.

84.3% of Adults 18 or older who work Full-Time in Federal/State/Local GOVERNMENT Jobs spend an avg. of 8 hours and 46 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 14.% of total time spent with all forms of Ad-Supported Media

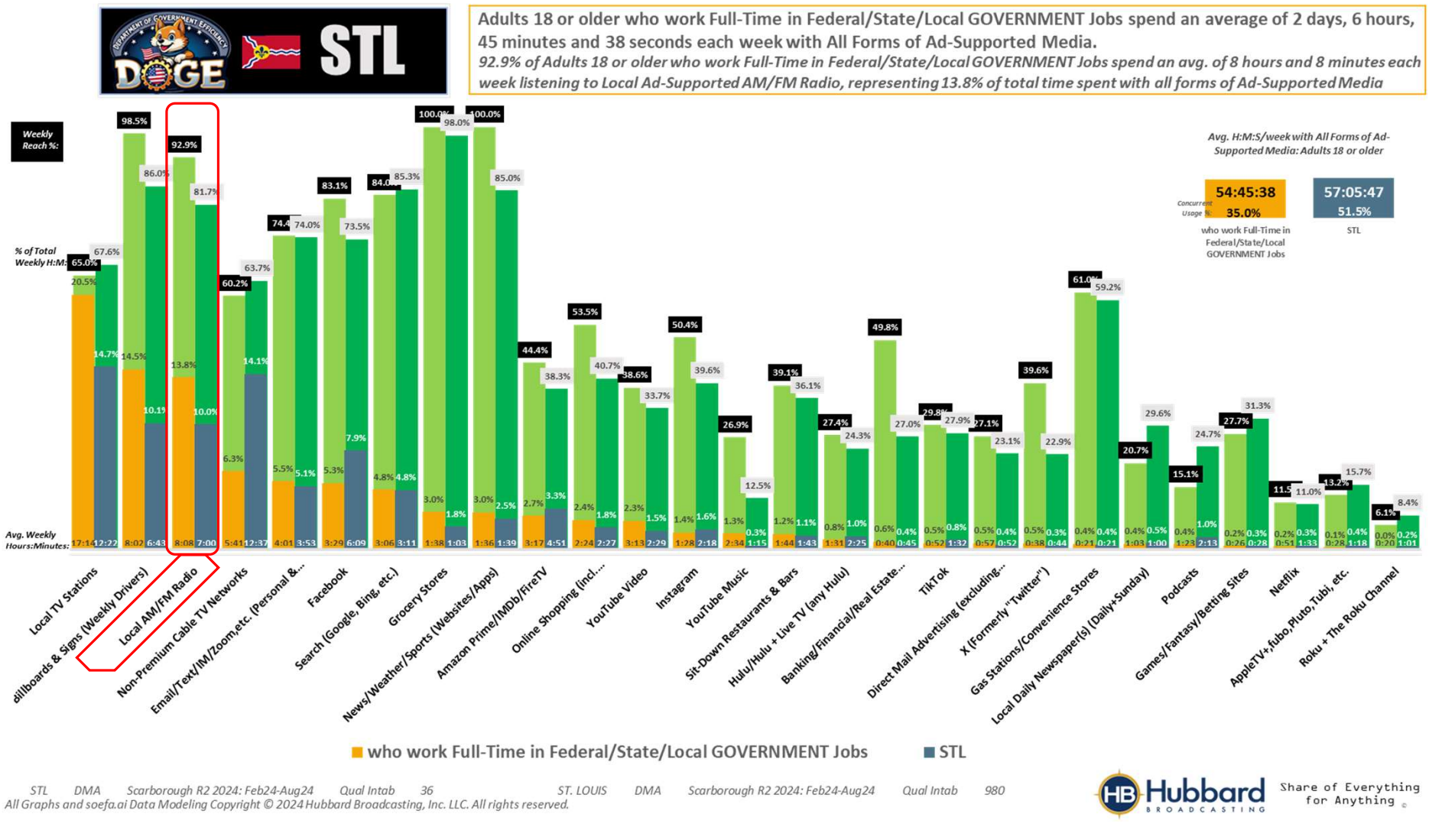


MSP DMA Scarborough R2 2024: Feb24-Aug24 Qual Intab 47 MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Feb24-Aug24 Qual Intab 964

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[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work for the government)]

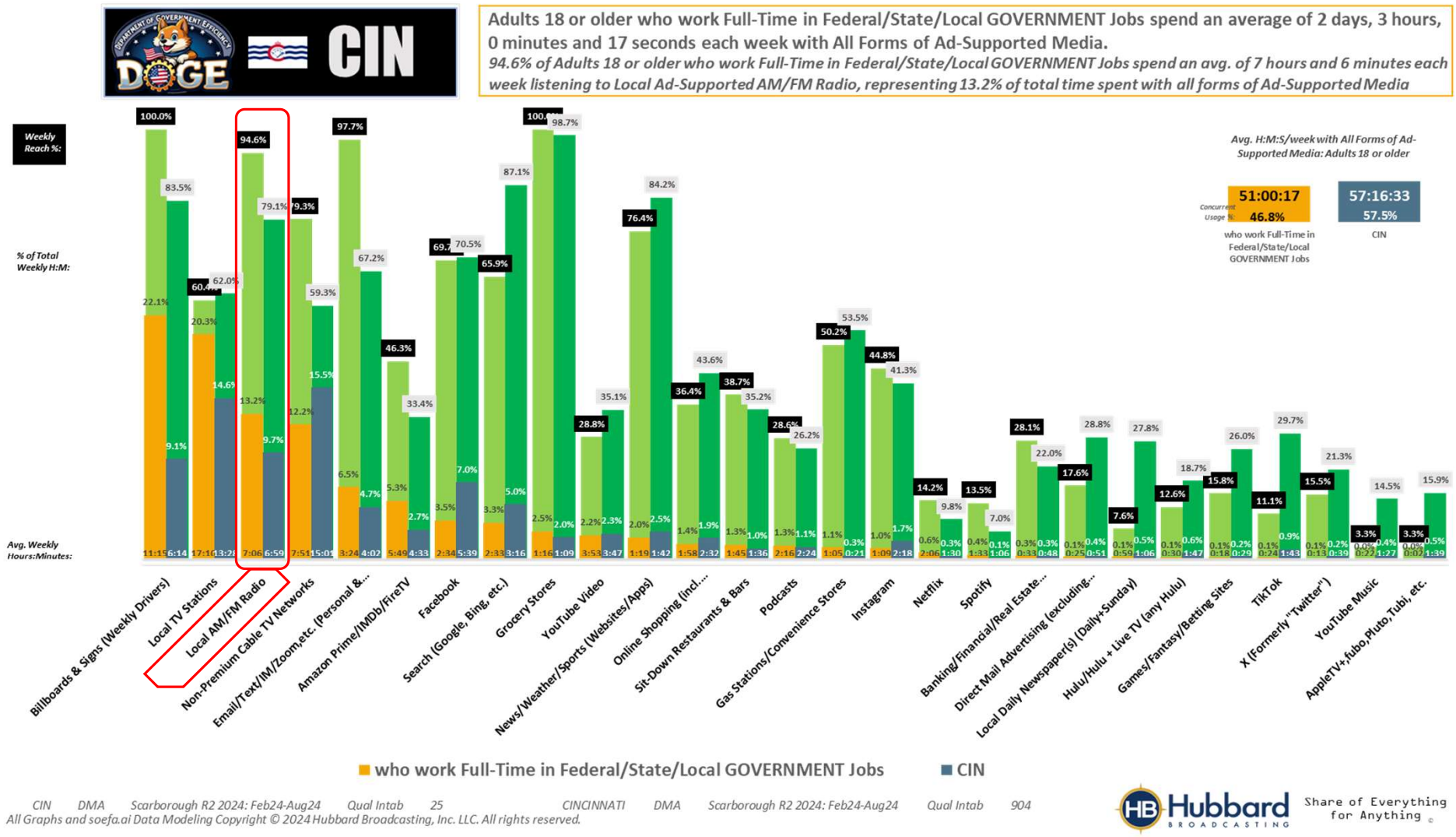


STL DMA Scarborough R2 2024: Feb24-Aug24 Qual Intab 36 ST. LOUIS DMA Scarborough R2 2024: Feb24-Aug24 Qual Intab 980

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[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work for the government)]

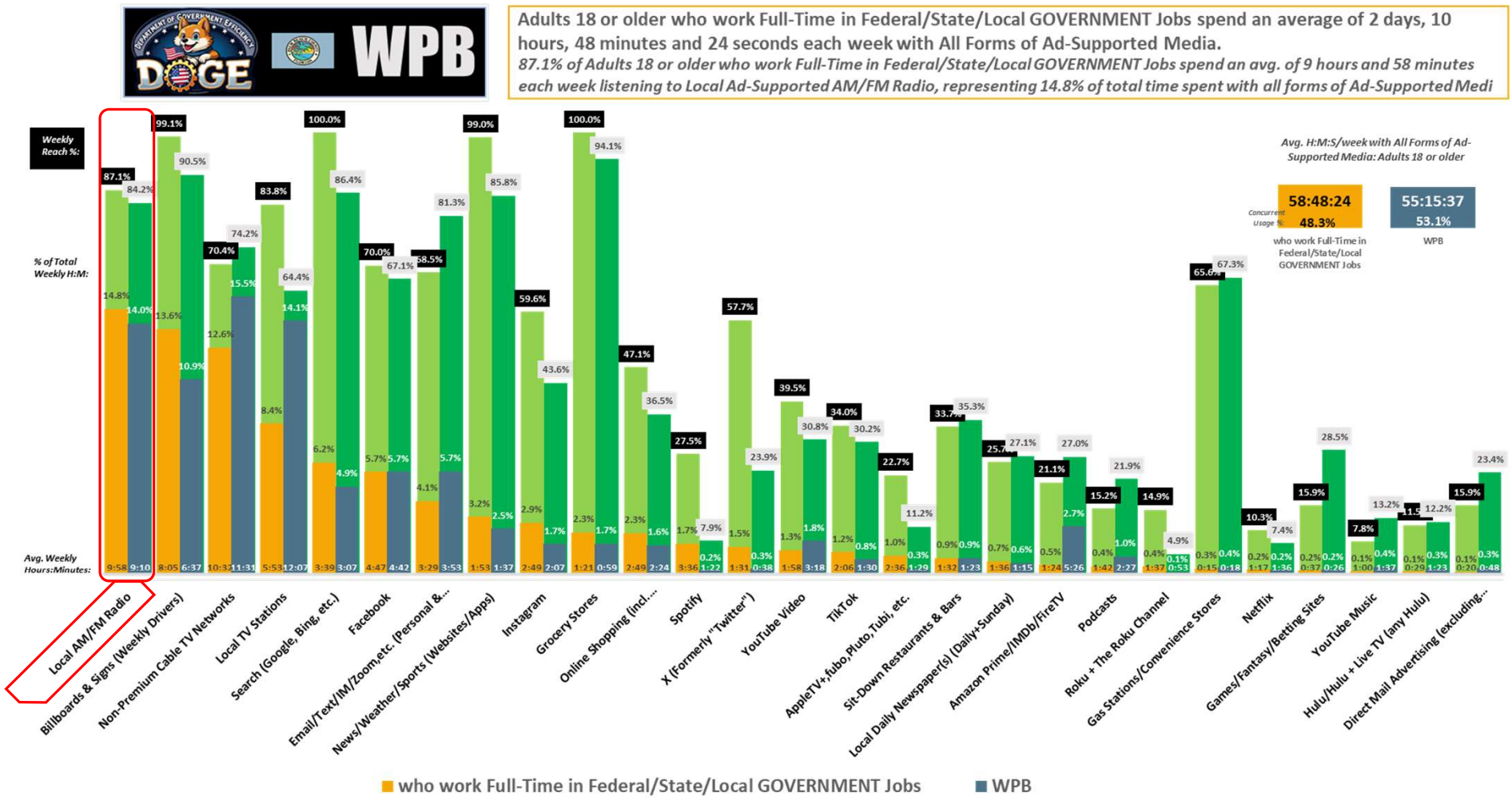


CIN DMA Scarborough R2 2024: Feb24-Aug24 Qual Intab 25 CINCINNATI DMA Scarborough R2 2024: Feb24-Aug24 Qual Intab 904

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[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work for the government)]



WPB DMA Scarborough R2 2024: Jan24-Aug24 Qual Intab 33 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2024: Jan24-Aug24 Qual Intab 1,234

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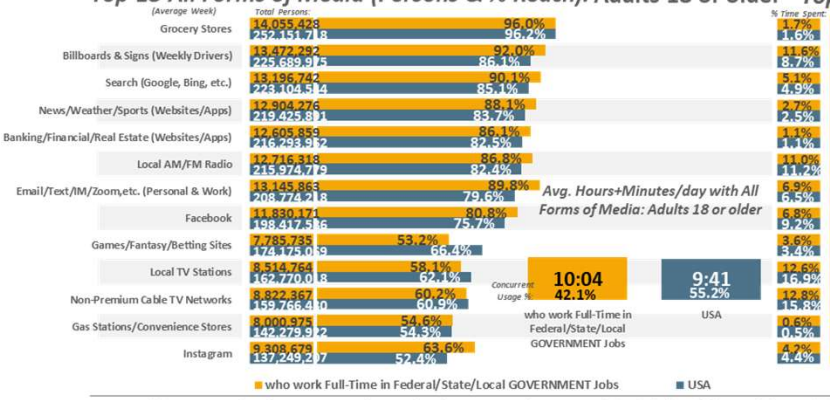
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[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work for the government)]

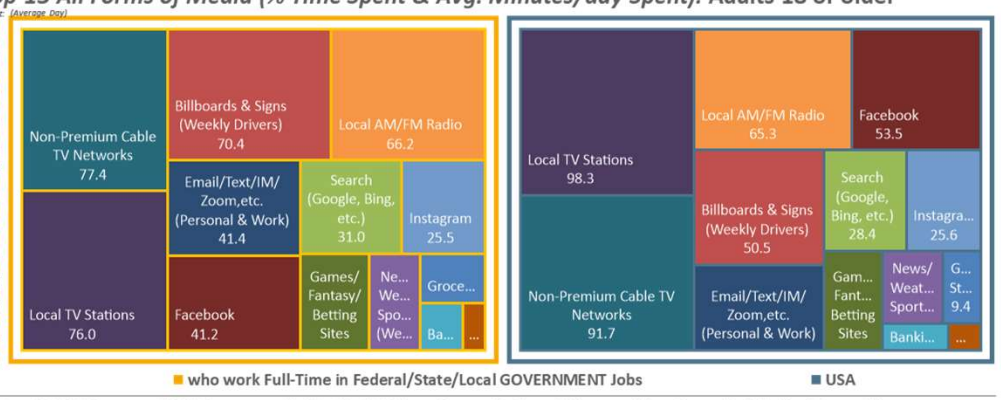
USA

Adults 18 or older who work Full-Time in Federal/State/Local GOVERNMENT Jobs spend an average of 7 hours and 10 minutes each day with All Forms of Ad-Supported Media. 82.9% listen to Local AM/FM Radio for an avg. of 60.4 minutes/day. *(Local Radio delivers 11.6% of Time with Ad-Supported Media.)*

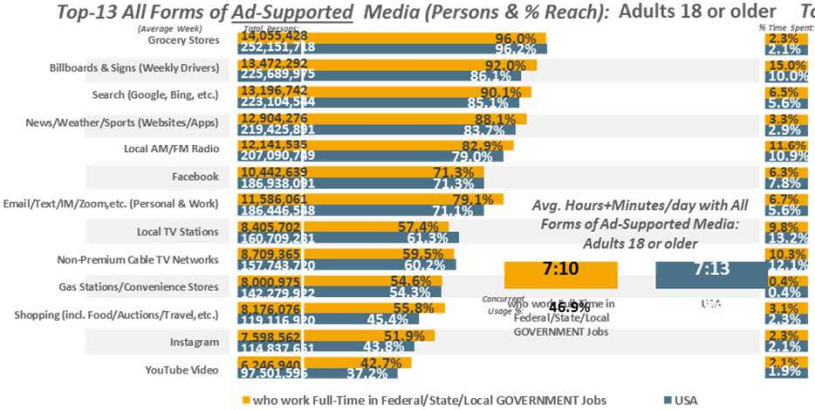
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



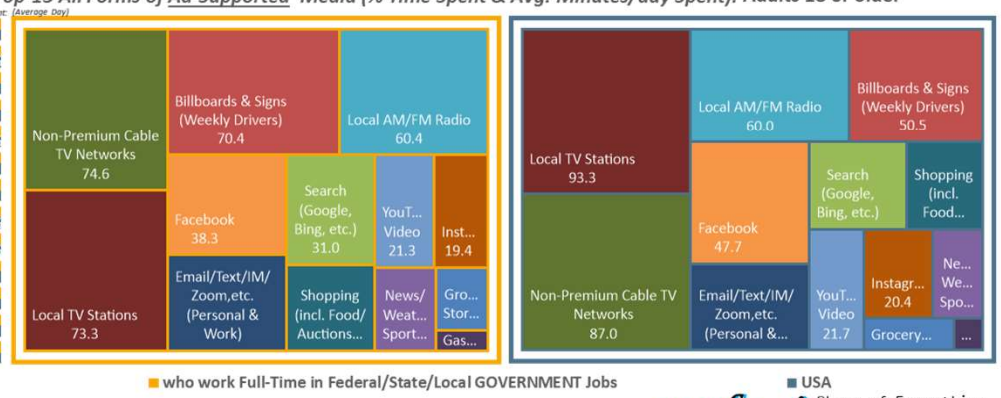
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 18 or older



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



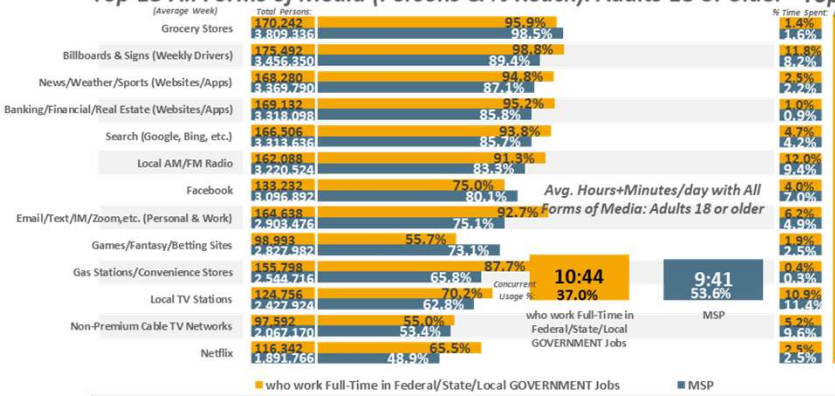
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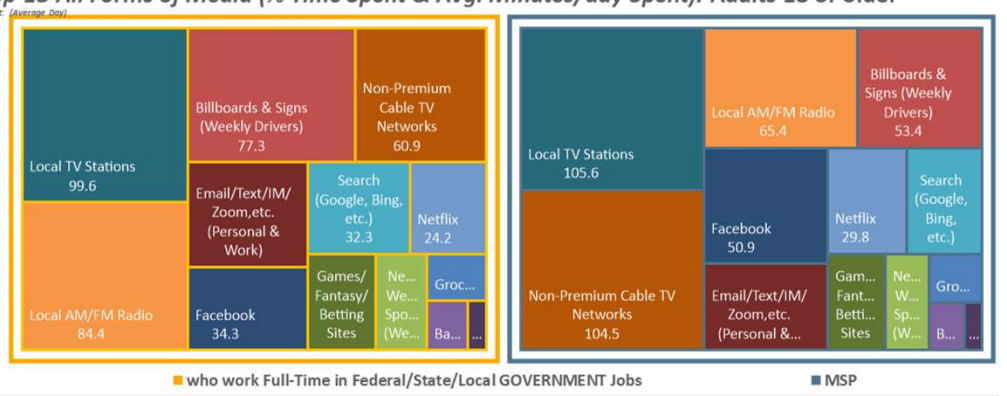
[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work for the government)]

Adults 18 or older who work Full-Time in Federal/State/Local GOVERNMENT Jobs spend an average of 7 hours and 33 minutes each day with All Forms of Ad-Supported Media. 84.3% listen to Local AM/FM Radio for an avg. of 75.2 minutes/day. *(Local Radio delivers 14.% of Time with Ad-Supported Media.)*

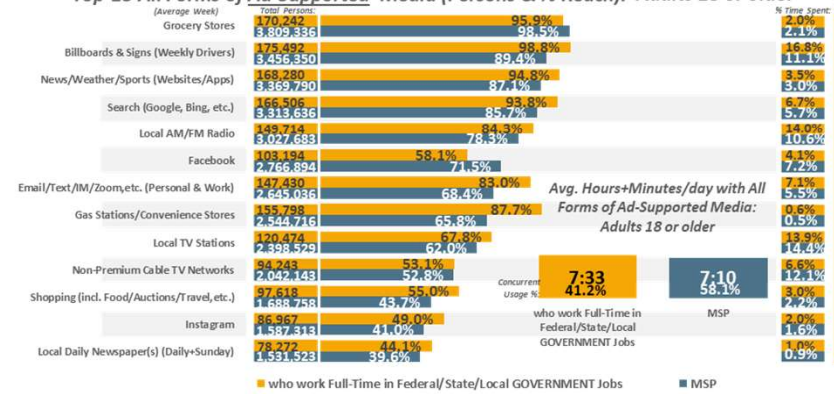
Top-13 All Forms of Media (Persons & % Reach): **Adults 18 or older**



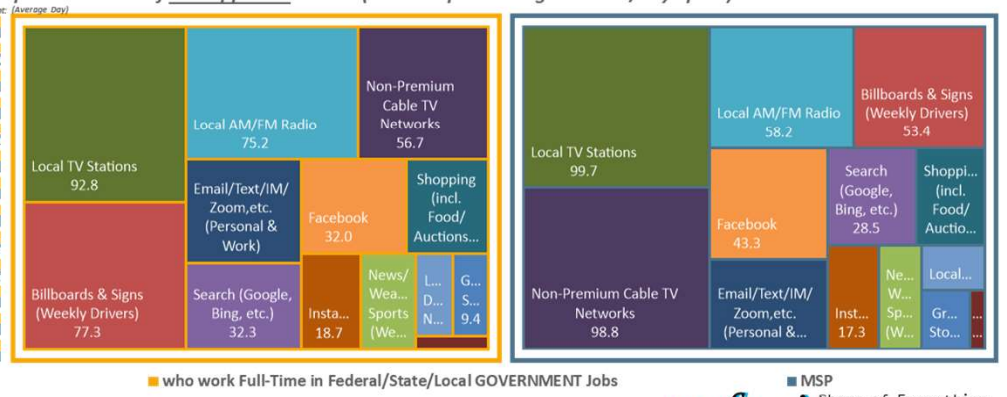
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): **Adults 18 or older**



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): **Adults 18 or older**



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): **Adults 18 or older**



MSP DMA Scarborough R2 2024: Feb24-Aug24 Qual Intab 47

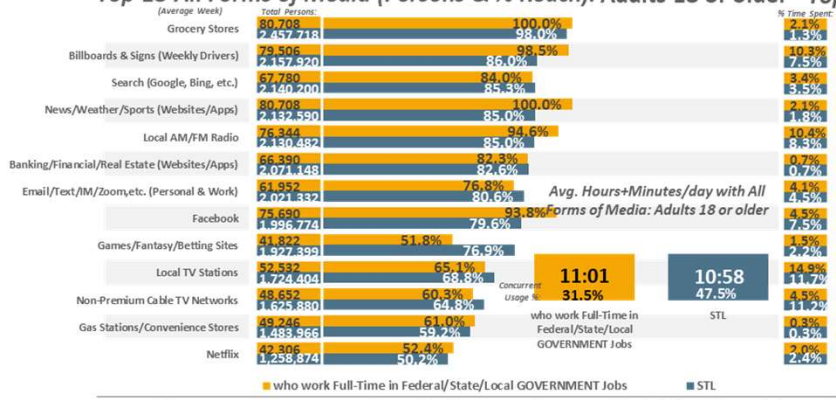
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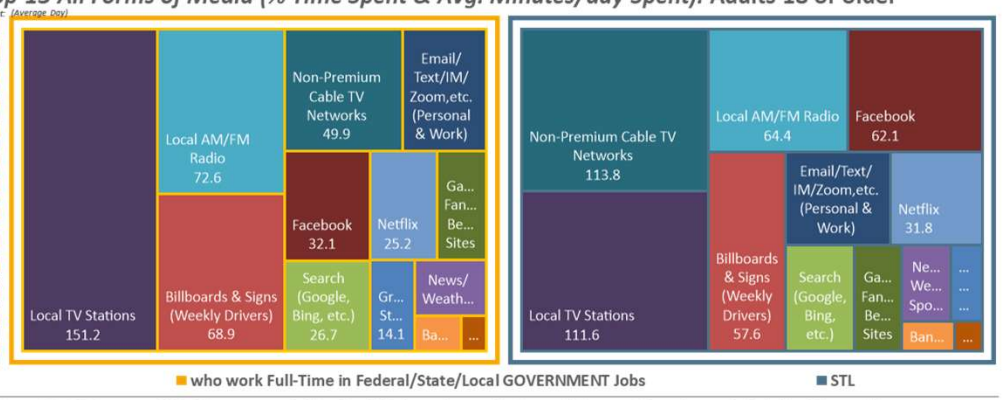
[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work for the government)]

Adults 18 or older who work Full-Time in Federal/State/Local GOVERNMENT Jobs spend an average of 7 hours and 49 minutes each day with All Forms of Ad-Supported Media. 92.9% listen to Local AM/FM Radio for an avg. of 69.7 minutes/day. *(Local Radio delivers 13.8% of Time with Ad-Supported Media.)*

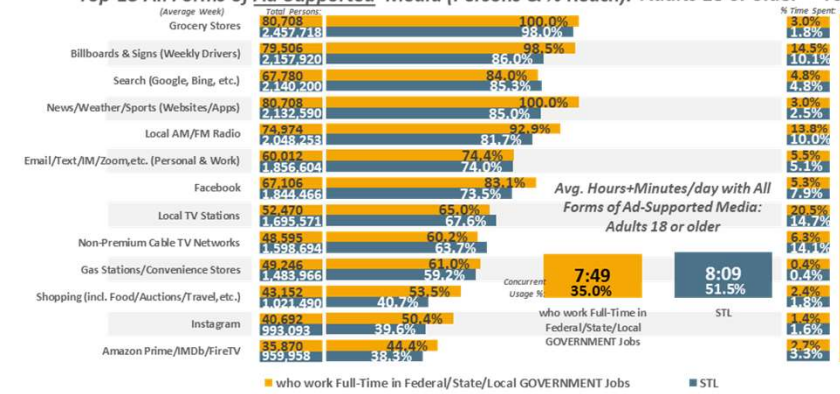
Top-13 All Forms of Media (Persons & % Reach): **Adults 18 or older**



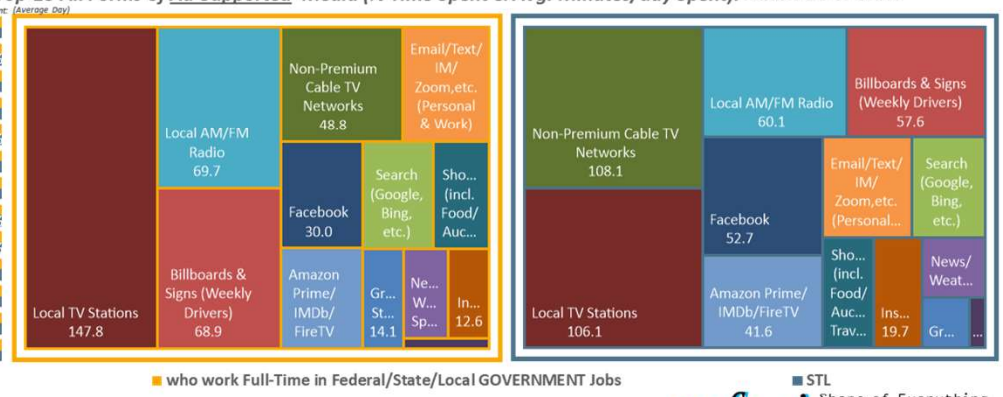
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): **Adults 18 or older**



Top-13 All Forms of <u>Ad-Supported</u> Media (Persons & % Reach): **Adults 18 or older**



Top-13 All Forms of <u>Ad-Supported</u> Media (% Time Spent & Avg. Minutes/day Spent): **Adults 18 or older**



STL DMA Scarborough R2 2024: Feb24-Aug24 Qual Intab 36

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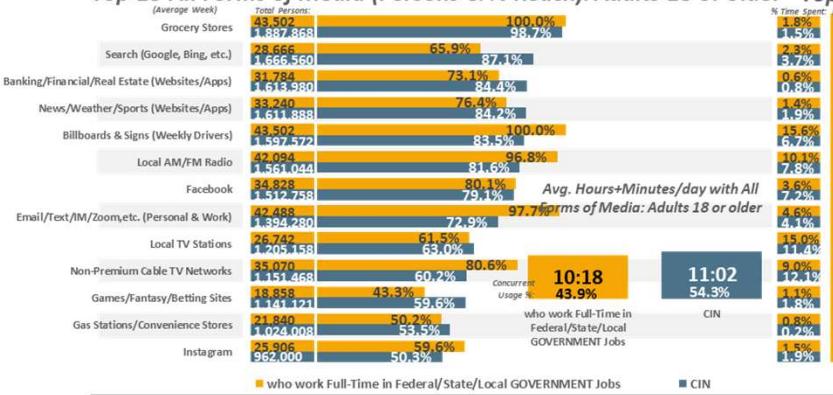
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[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work for the government)]

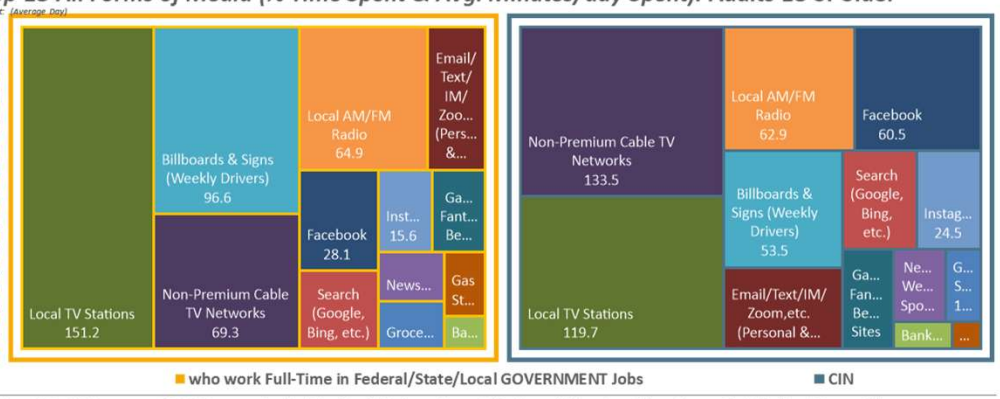
CIN

Adults 18 or older who work Full-Time in Federal/State/Local GOVERNMENT Jobs spend an average of 7 hours and 17 minutes each day with All Forms of Ad-Supported Media. 94.6% listen to Local AM/FM Radio for an avg. of 60.9 minutes/day. *(Local Radio delivers 13.2% of Time with Ad-Supported Media.)*

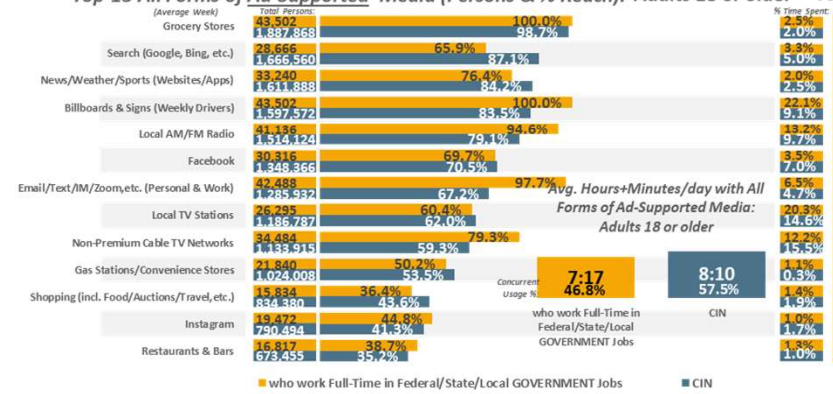
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



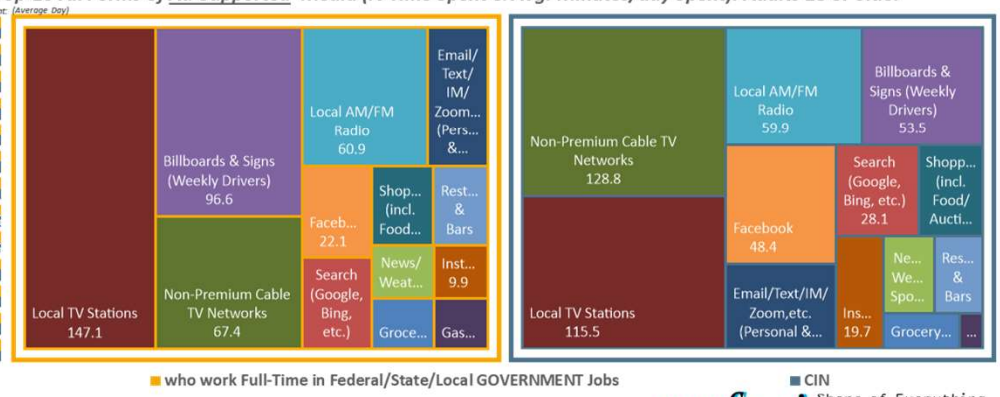
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 18 or older



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



CIN DMA Scarborough R2 2024: Feb24-Aug24 Qual Intab 25

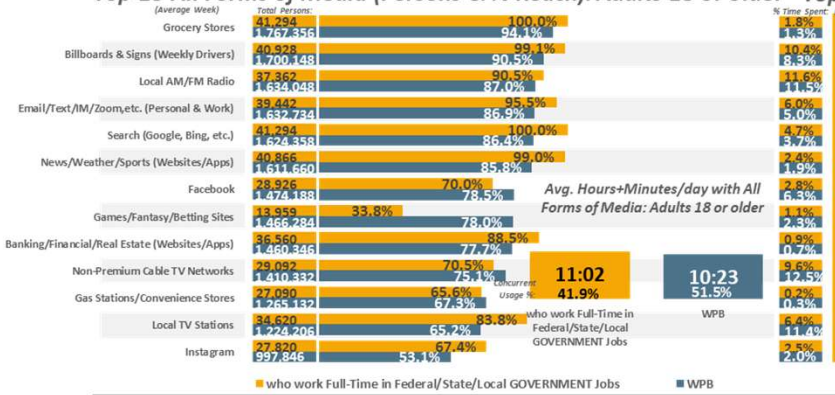
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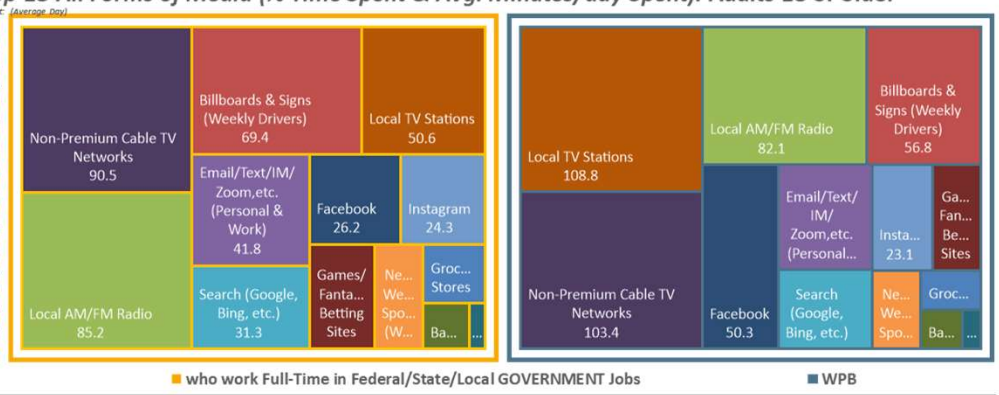
[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work for the government)]

Adults 18 or older who work Full-Time in Federal/State/Local GOVERNMENT Jobs spend an average of 8 hours and 24 minutes each day with All Forms of Ad-Supported Media. 87.1% listen to Local AM/FM Radio for an avg. of 85.5 minutes/day. *(Local Radio delivers 14.8% of Time with Ad-Supported Media.)*

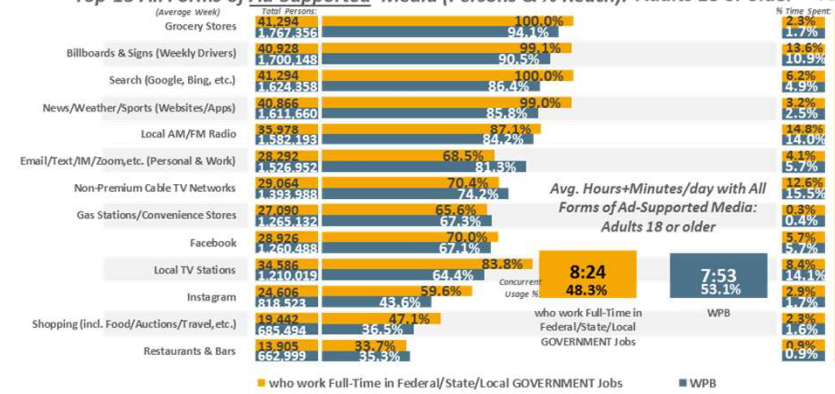
Top-13 All Forms of Media (Persons & % Reach): **Adults 18 or older**



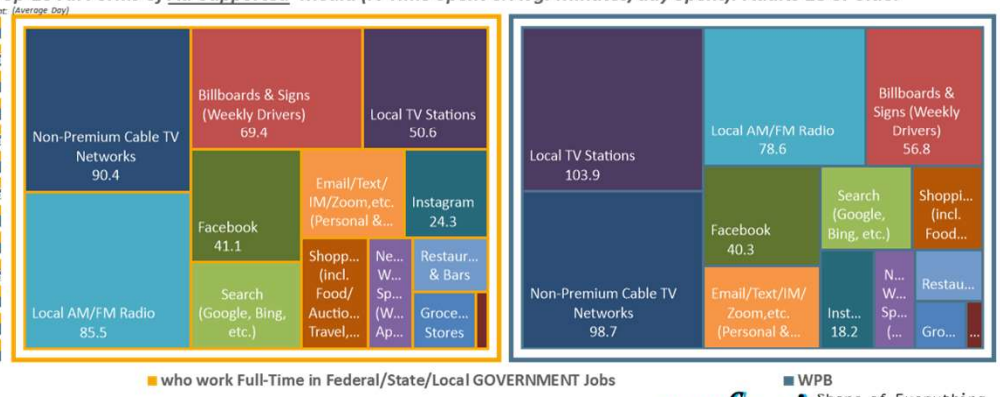
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): **Adults 18 or older**



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): **Adults 18 or older**



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): **Adults 18 or older**



WPB DMA Scarborough R2 2024: Jan24-Aug24 Qual Intab 33

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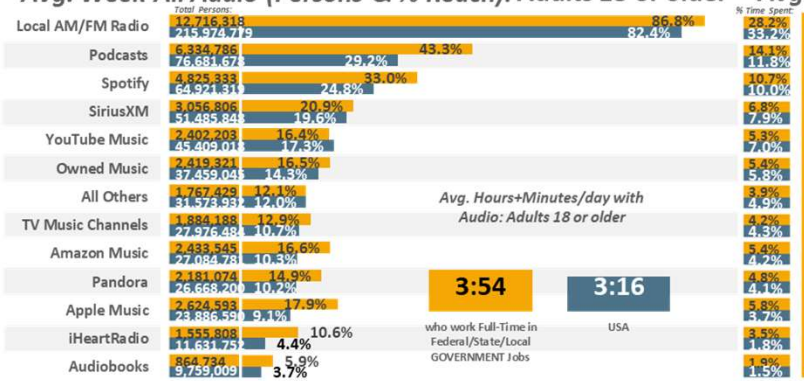
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[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work for the government)]

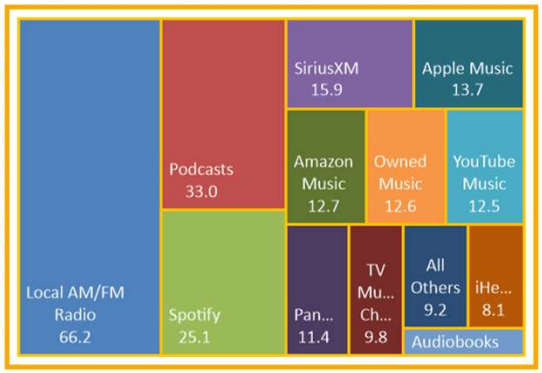


12,141,535 or 82.9% of Adults 18 or older who work Full-Time in Federal/State/Local GOVERNMENT Jobs listen to Ad-Supported Local AM/FM Radio for an average of 60.4 minutes every day representing 36.7% of all time spent daily with Ad-Supported Audio.

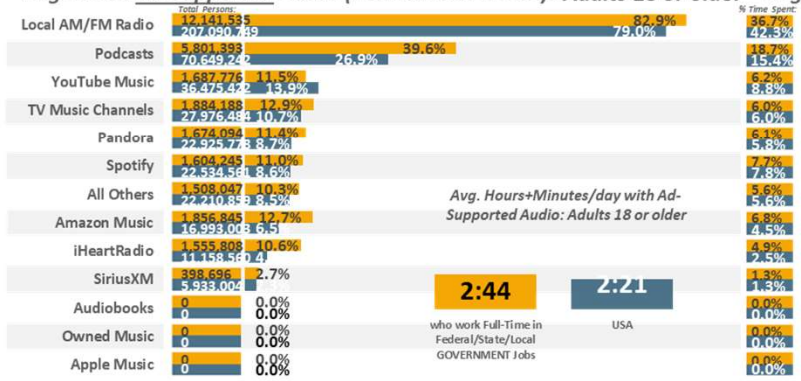
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



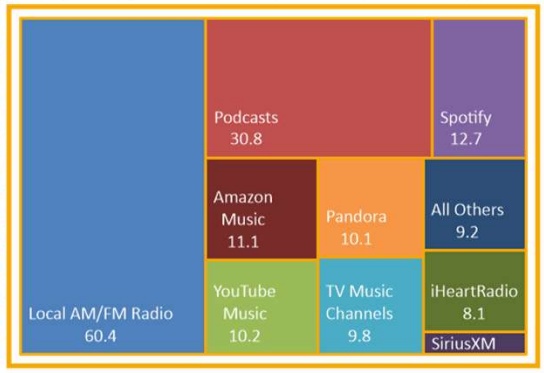
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



USA *USA Projection* *Scarborough R1 2024: Jan24-Sep24* *Qual Intab* *729*

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Scarborough R1 2024: Jan24-Sep24 *USA Projection* *Scarborough R1 2024: Jan23-Aug24*

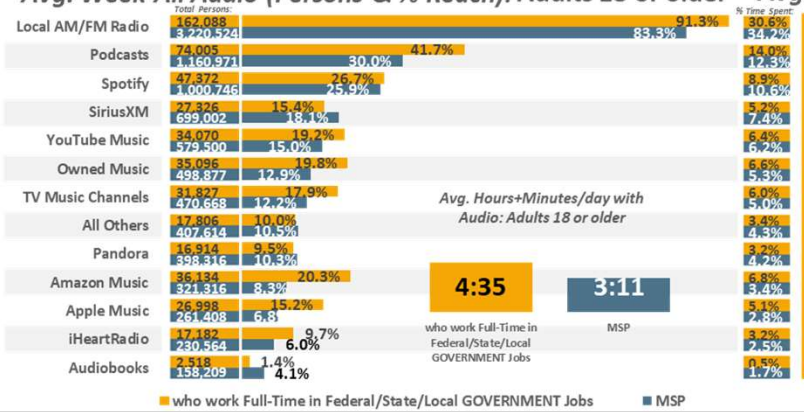
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[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work for the government)]

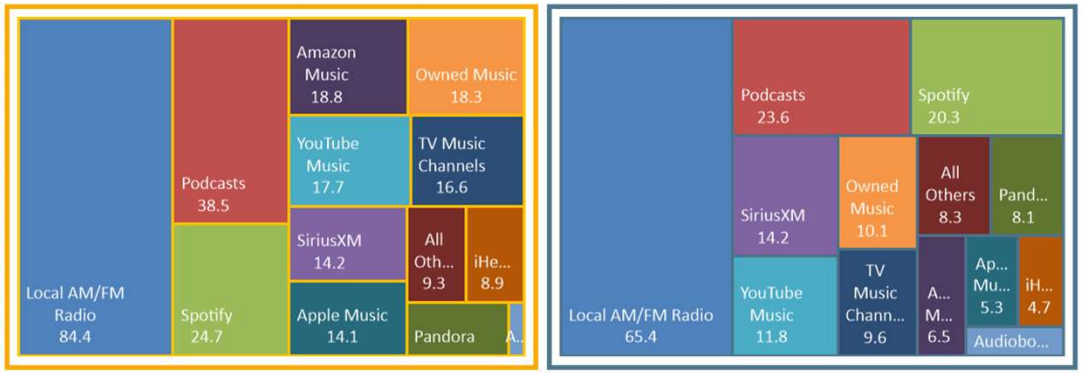
MSP

149,714 or 84.3% of Adults 18 or older who work Full-Time in Federal/State/Local GOVERNMENT Jobs listen to Ad-Supported Local AM/FM Radio for an average of 75.2 minutes every day representing 39.3% of all time spent daily with Ad-Supported Audio.

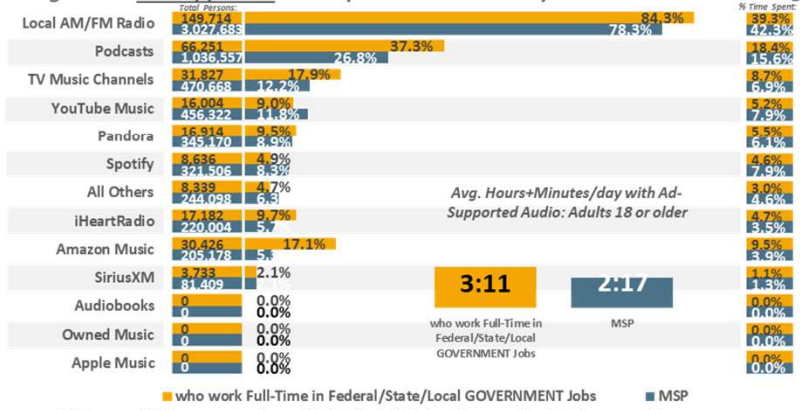
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



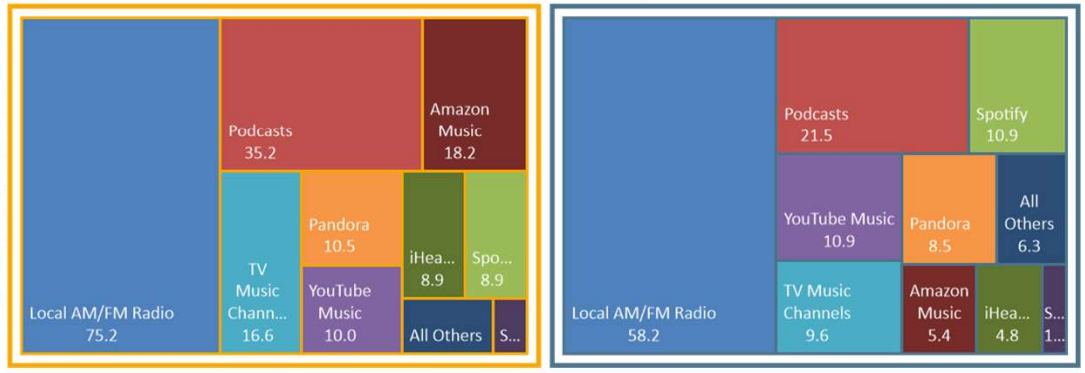
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



MSP DMA Scarborough R2 2024: Feb24-Aug24 Qual Intab 47

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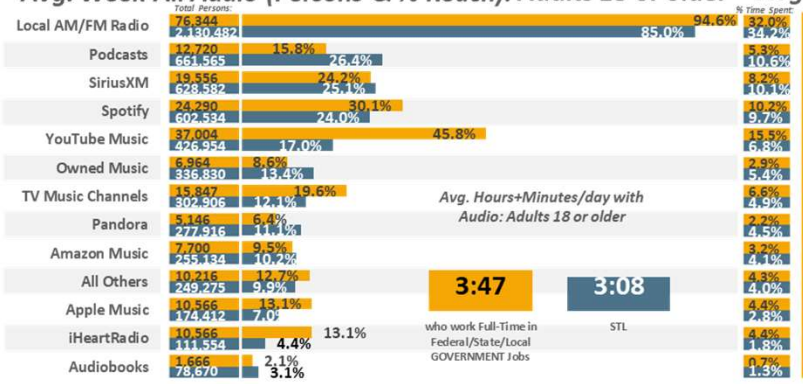
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[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work for the government)]

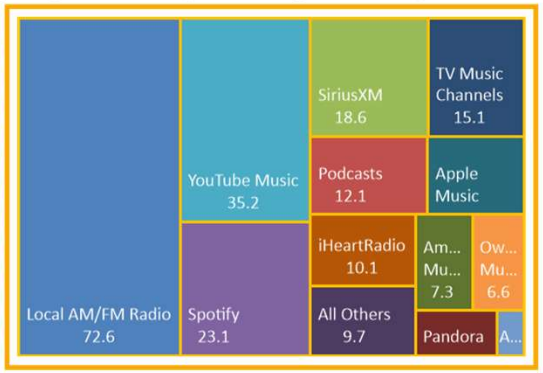


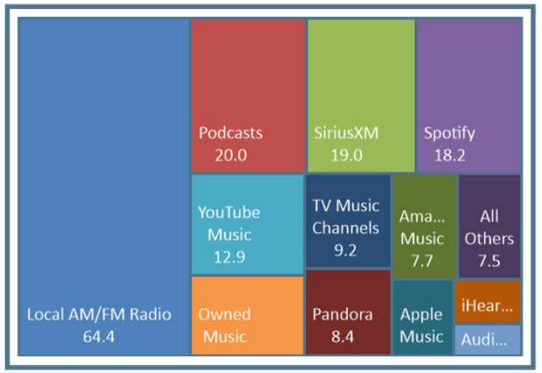
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Avg. Week All Audio (Persons & % Reach): Adults 18 or older

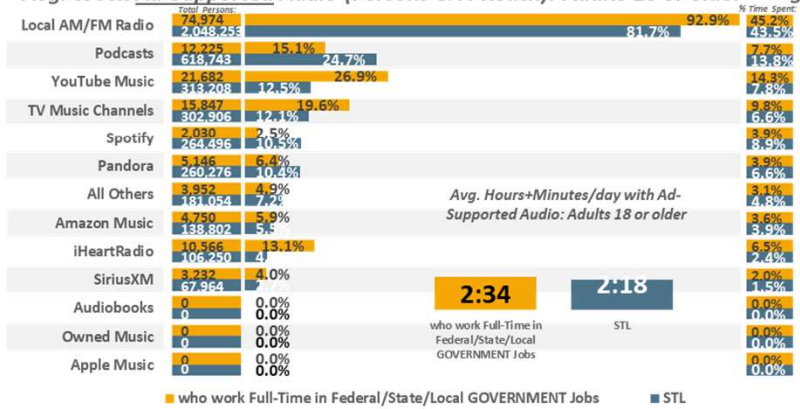


Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

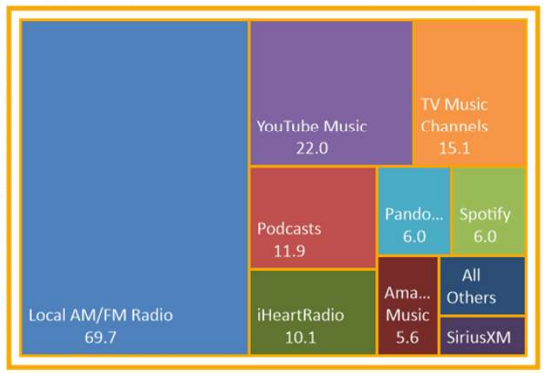


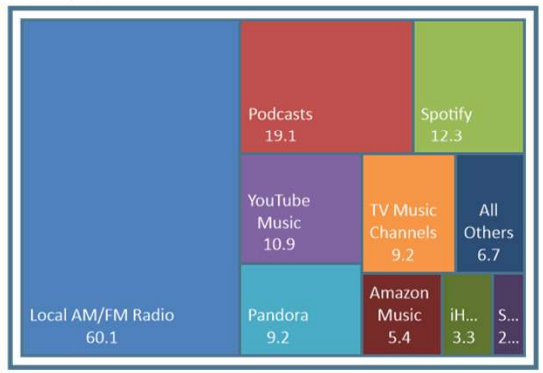


Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older





STL DMA Scarborough R2 2024: Feb24-Aug24 Qual Intab 36

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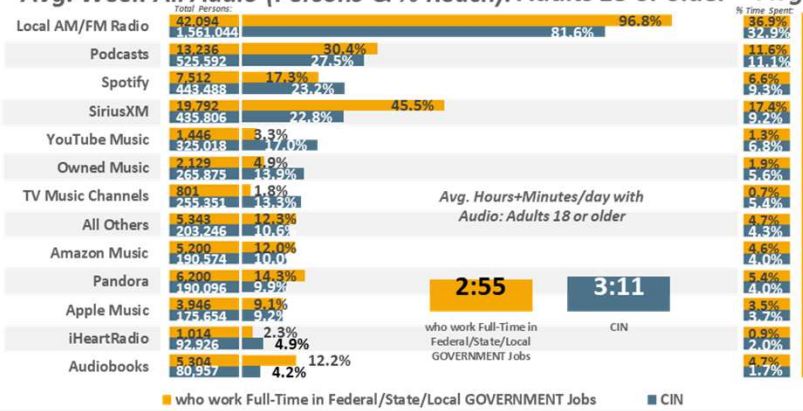
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[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work for the government)]

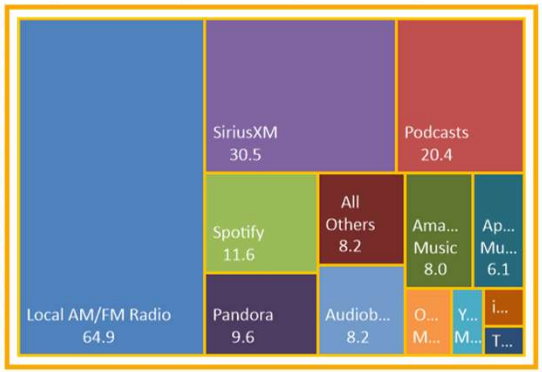


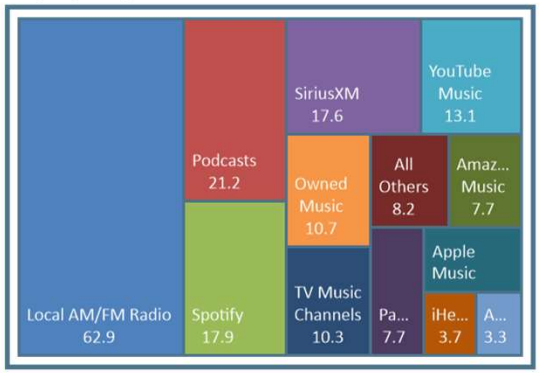
41,136 or 94.6% of Adults 18 or older who work Full-Time in Federal/State/Local GOVERNMENT Jobs listen to Ad-Supported Local AM/FM Radio for an average of 60.9 minutes every day representing 47.8% of all time spent daily with Ad-Supported Audio.

Avg. Week All Audio (Persons & % Reach): Adults 18 or older



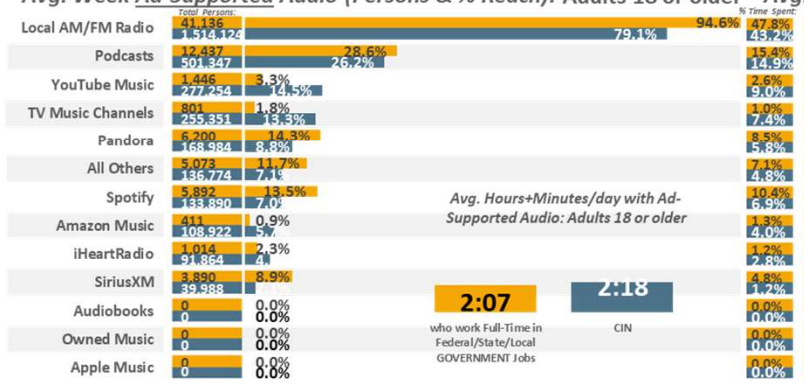
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



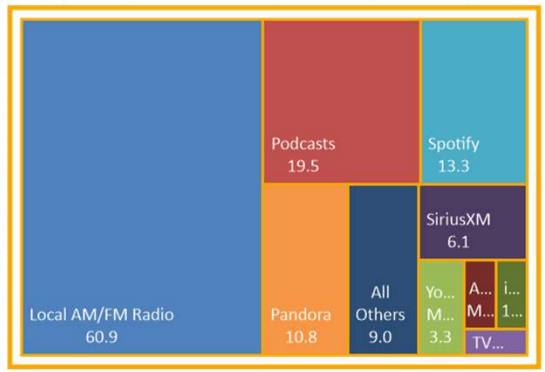


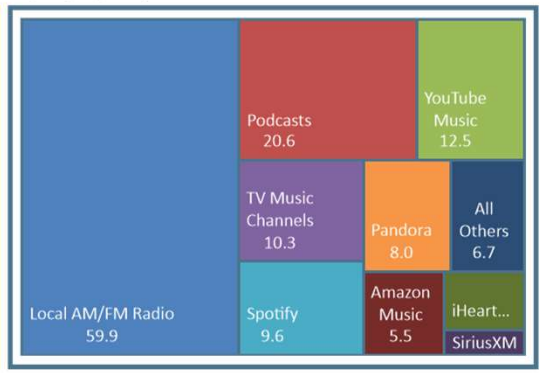
who work Full-Time in Federal/State/Local GOVERNMENT Jobs ■ CIN

Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older





who work Full-Time in Federal/State/Local GOVERNMENT Jobs ■ CIN

CIN DMA Scarborough R2 2024: Feb24-Aug24 Qual Intab 25

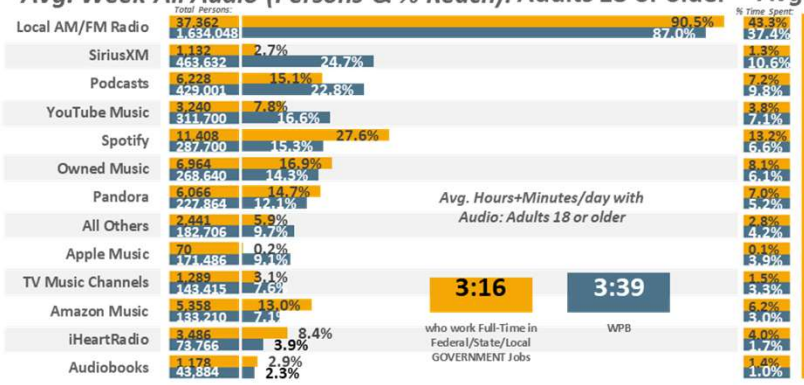
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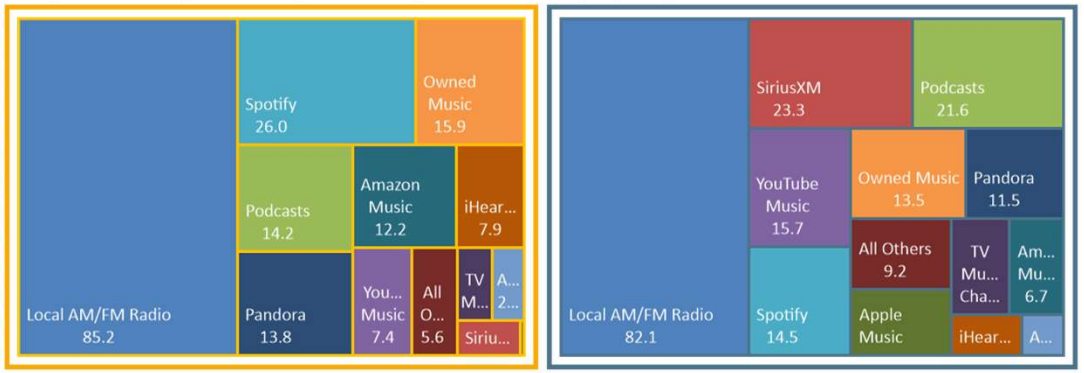
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35,978 or 87.1% of Adults 18 or older who work Full-Time in Federal/State/Local GOVERNMENT Jobs listen to Ad-Supported Local AM/FM Radio for an average of 85.5 minutes every day representing 45.8% of all time spent daily with Ad-Supported Audio.

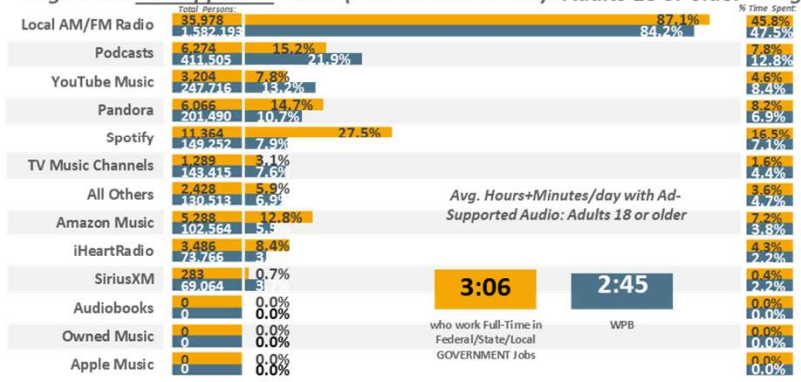
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



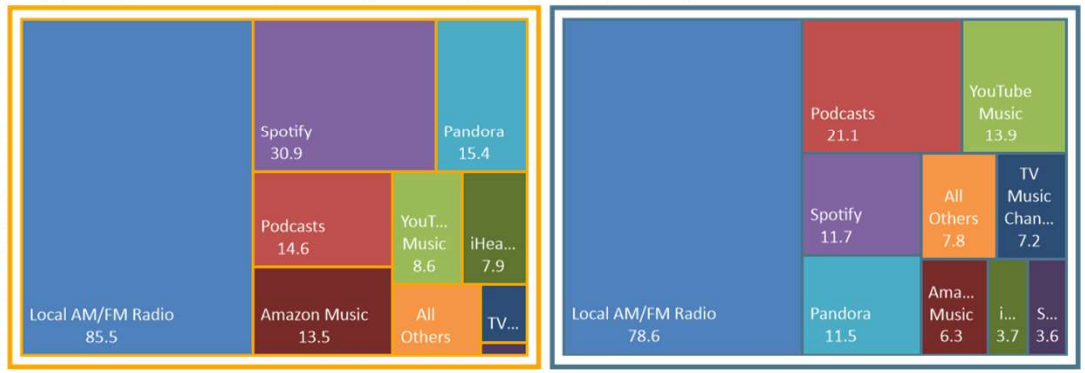
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



WPB DMA Scarborough R2 2024: Jan24-Aug24 Qual Intab 33

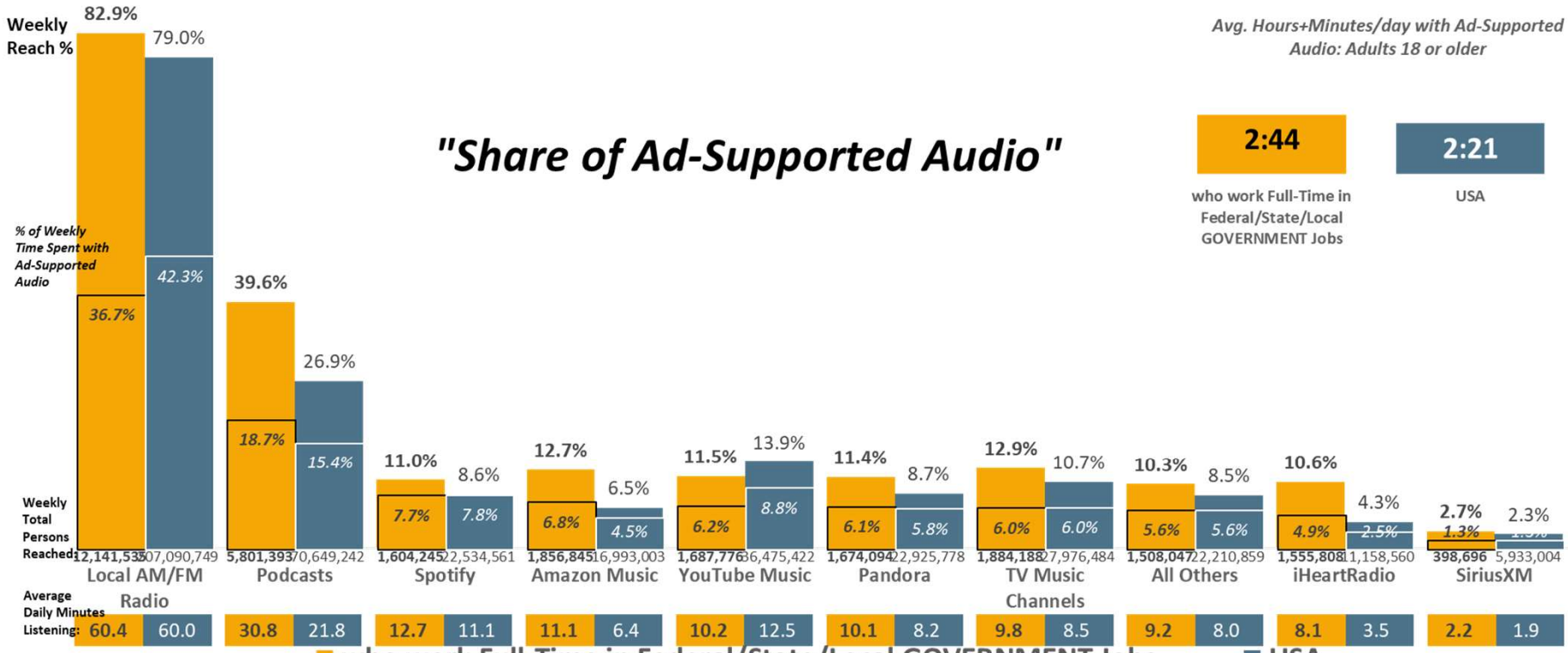
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[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work for the government)]



12,141,535 or 82.9% of Adults 18 or older who work Full-Time in Federal/State/Local GOVERNMENT Jobs listen to Ad-Supported Local AM/FM Radio for an average of 60.4 minutes every day representing 36.7% of all time spent daily with Ad-Supported Audio.



USA USA Projection Scarborough R1 2024: Jan24-Sep24 Qual Intab 729

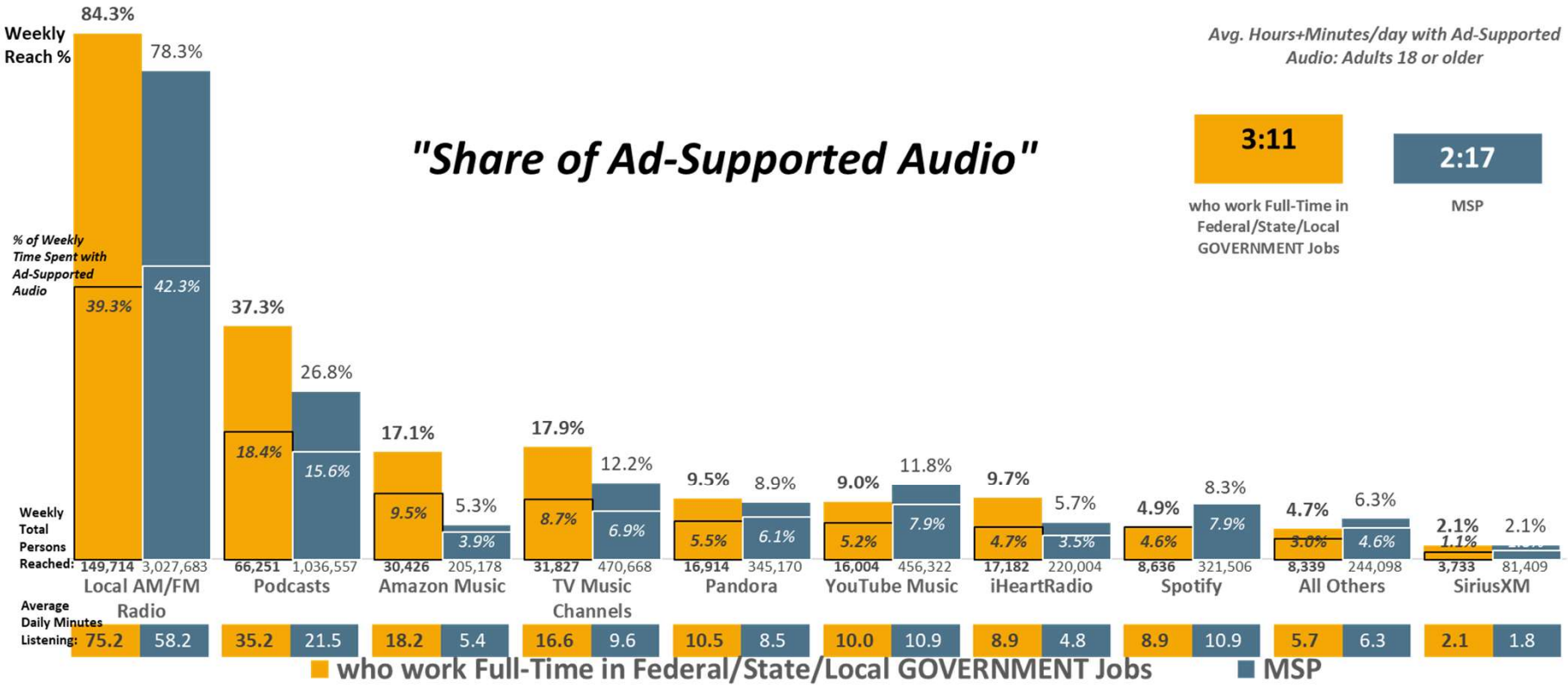
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USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 11,648

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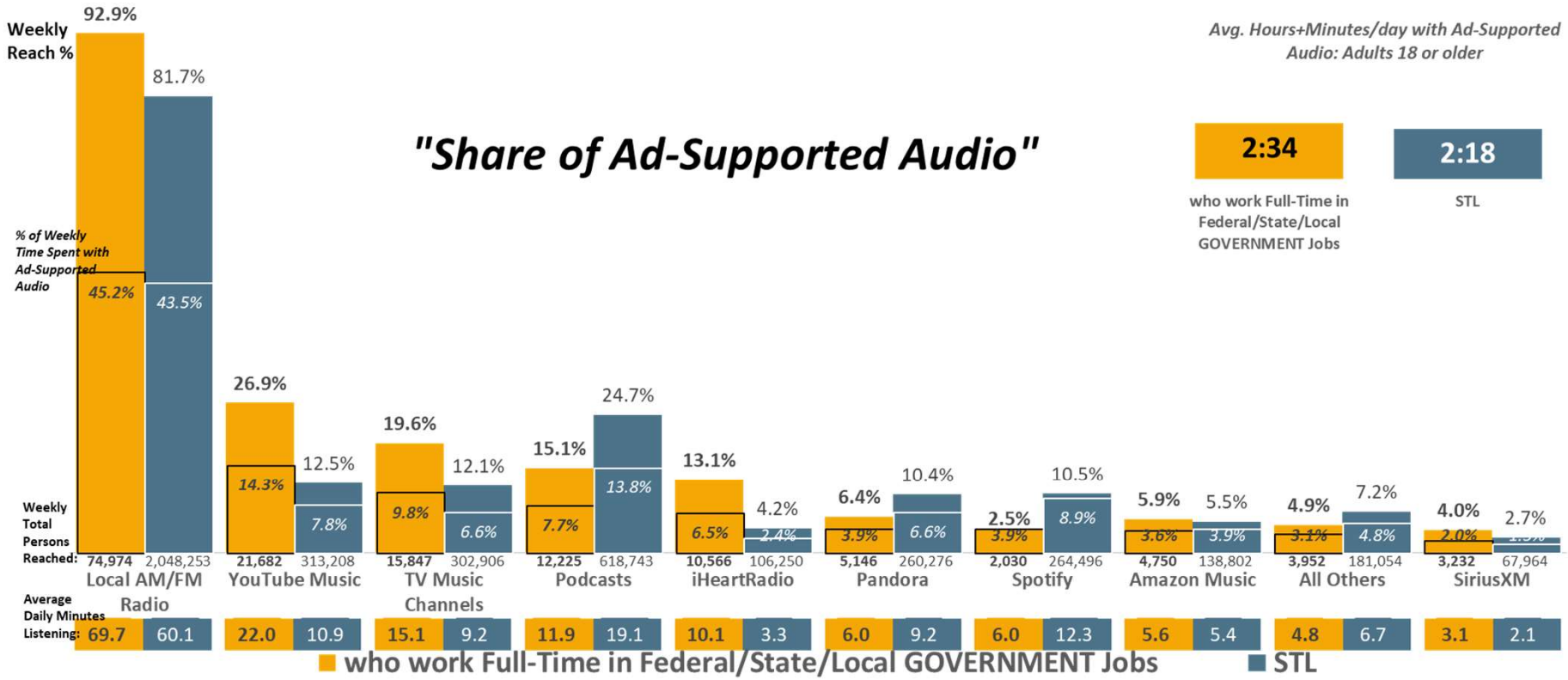
MSP DMA Scarborough R2 2024: Feb24-Aug24 Qual Intab 47 MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Feb24-Aug24 Qual Intab 964

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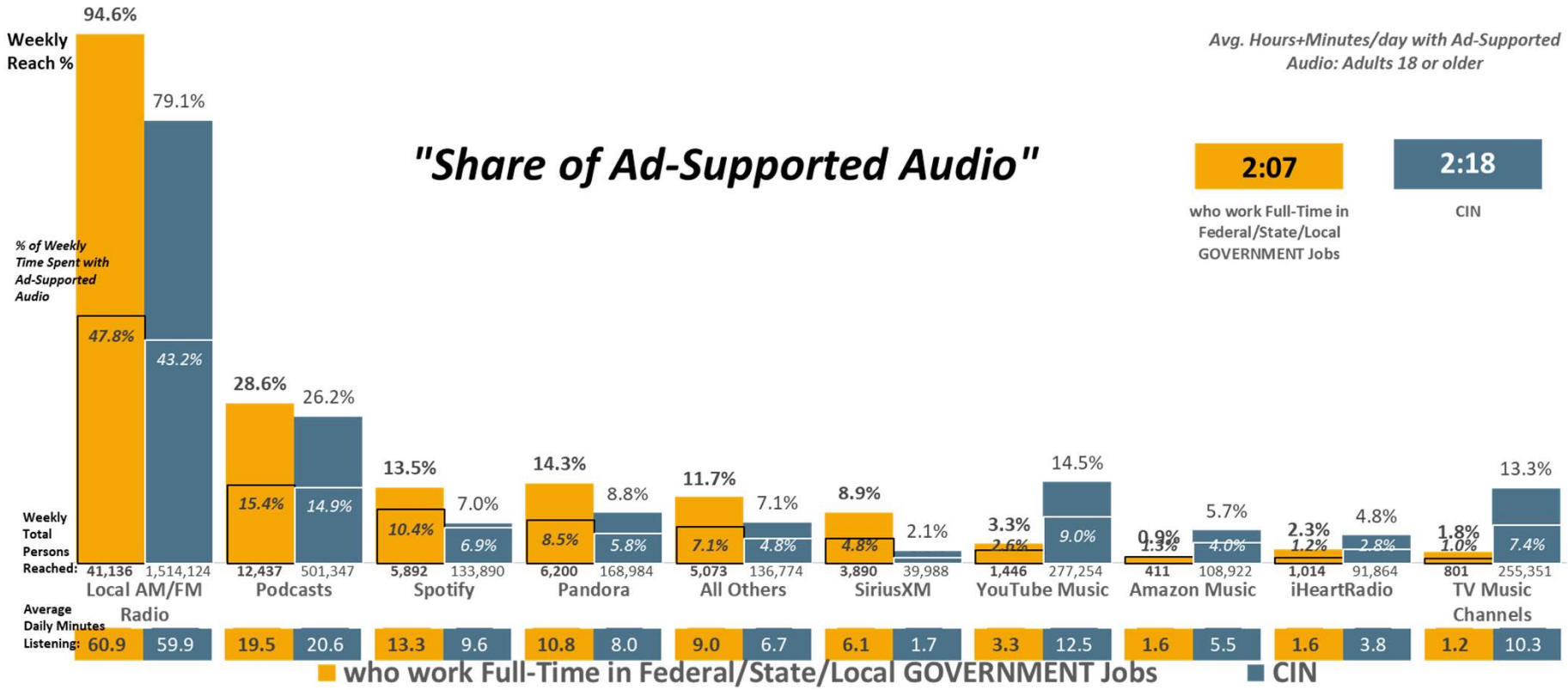
STL DMA Scarborough R2 2024: Feb24-Aug24 Qual Intab 36 ST. LOUIS DMA Scarborough R2 2024: Feb24-Aug24 Qual Intab 980

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CIN DMA Scarborough R2 2024: Feb24-Aug24 Qual Intab 25 CINCINNATI DMA Scarborough R2 2024: Feb24-Aug24 Qual Intab 904

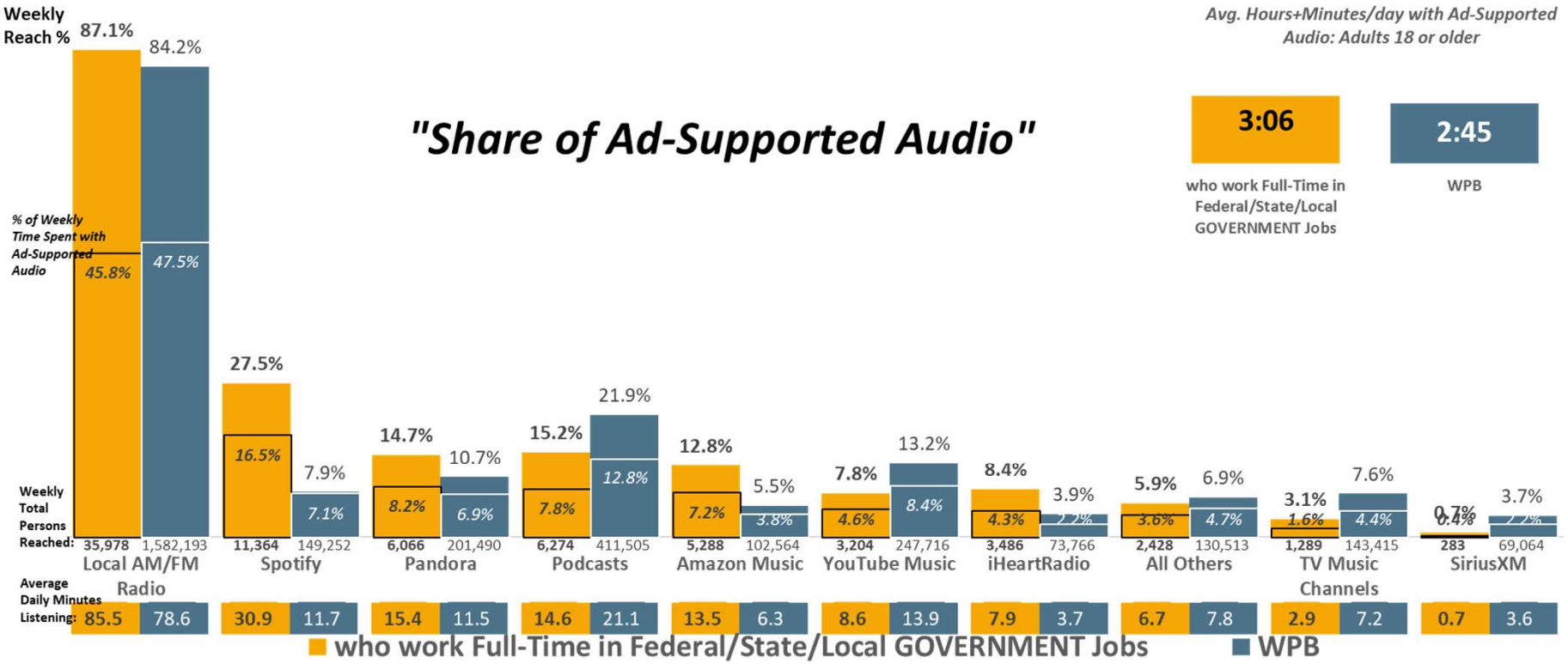
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	Local AM/FM Radio	Spotify	Pandora	Podcasts	Amazon Music	YouTube Music	iHeartRadio	All Others	TV Music Channels	SiriusXM
Weekly Reach %	87.1% / 84.2%	27.5% / 7.9%	14.7% / 10.7%	15.2% / 21.9%	12.8% / 5.5%	7.8% / 13.2%	8.4% / 3.9%	5.9% / 6.9%	3.1% / 7.6%	0.7% / 3.7%
% of Weekly Time Spent with Ad-Supported Audio	45.8% / 47.5%	16.5% / 7.1%	8.2% / 6.9%	7.8% / 12.8%	7.2% / 3.8%	4.6% / 8.4%	4.3% / 2.2%	3.6% / 4.7%	1.6% / 4.4%	0.4% / 2.2%
Weekly Total Persons Reached:	35,978 / 1,582,193	11,364 / 149,252	6,066 / 201,490	6,274 / 411,505	5,288 / 102,564	3,204 / 247,716	3,486 / 73,766	2,428 / 130,513	1,289 / 143,415	283 / 69,064
Average Daily Minutes Listening:	85.5 / 78.6	30.9 / 11.7	15.4 / 11.5	14.6 / 21.1	13.5 / 6.3	8.6 / 13.9	7.9 / 3.7	6.7 / 7.8	2.9 / 7.2	0.7 / 3.6

WPB DMA Scarborough R2 2024: Jan24-Aug24 Qual Intab 33 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2024: Jan24-Aug24 Qual Intab 1,234
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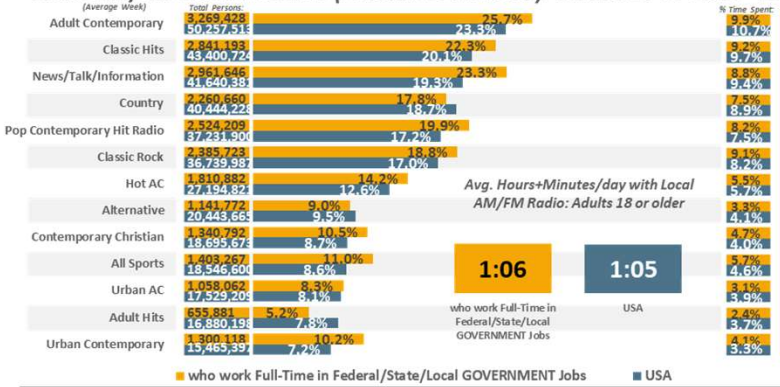
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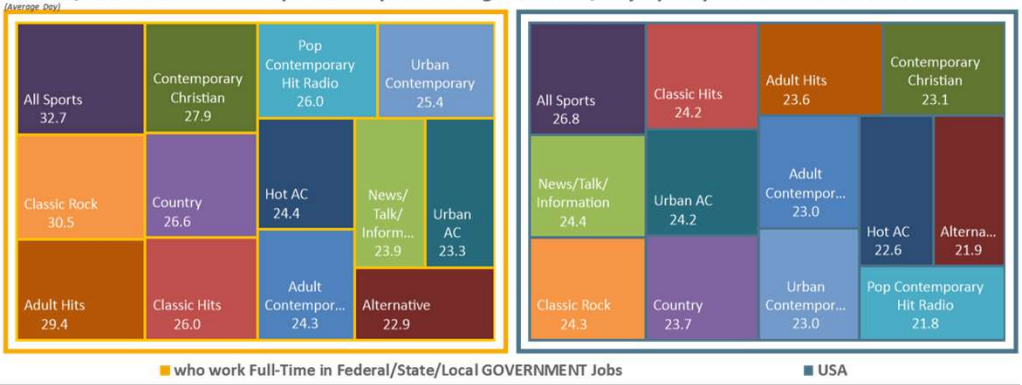


12,141,535 or 82.9% of Adults 18 or older who work Full-Time in Federal/State/Local GOVERNMENT Jobs listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Pop Contemporary Hit Radio, Classic Rock, and Country.

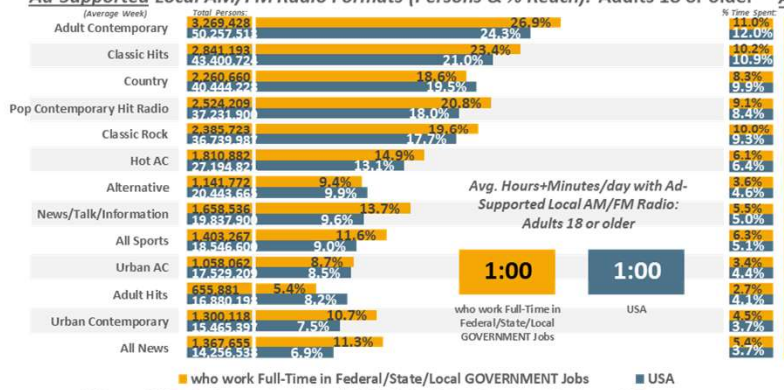
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



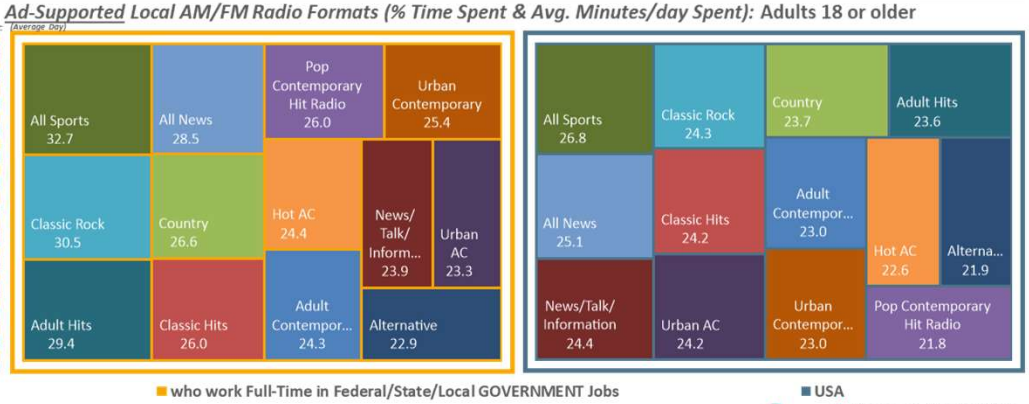
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



USA USA Projection Scarborough R1 2024: Jan24-Sep24 Qual Intab 729

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USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 11,648

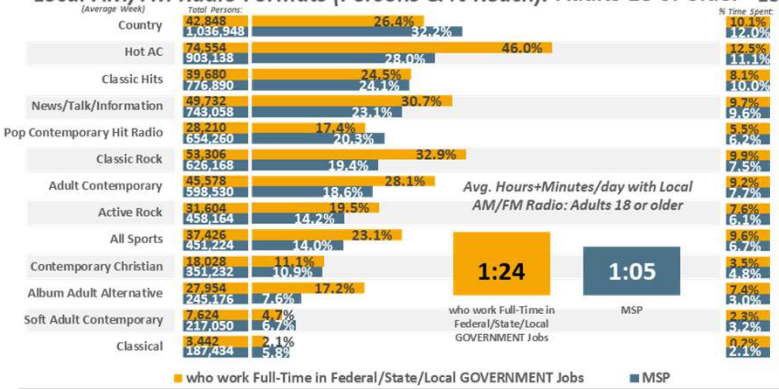
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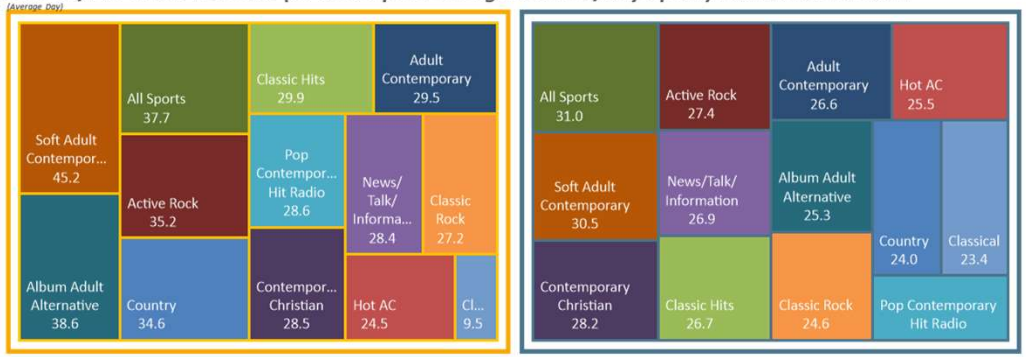
MSP

149,714 or 84.3% of Adults 18 or older who work Full-Time in Federal/State/Local GOVERNMENT Jobs listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Hot AC, Classic Rock, Adult Contemporary, Country, and Classic Hits.

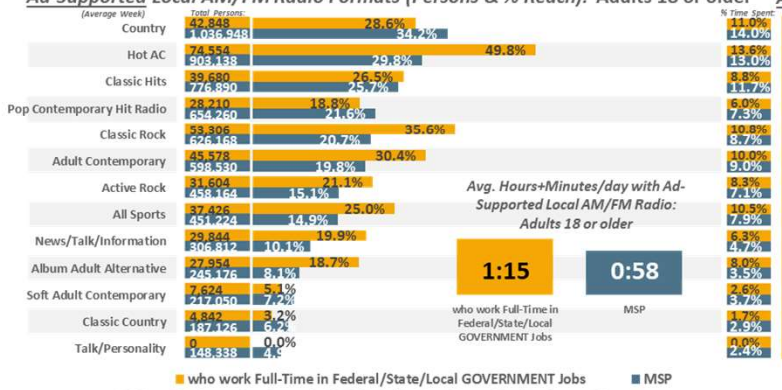
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



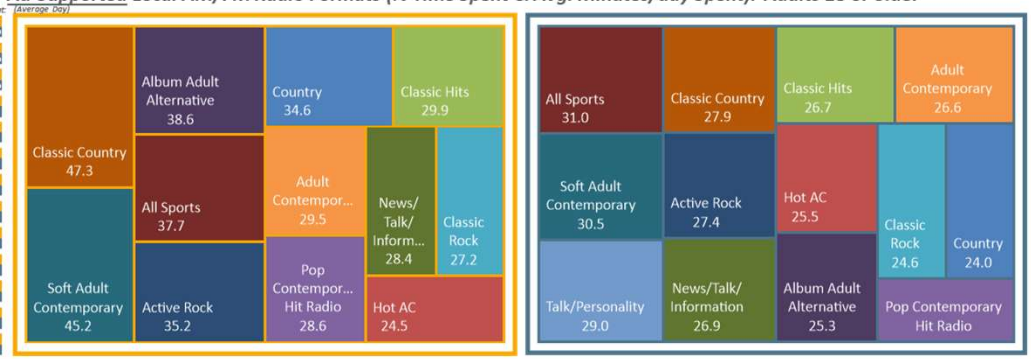
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



MSP DMA Scarborough R2 2024: Feb24-Aug24 Qual Intab 47

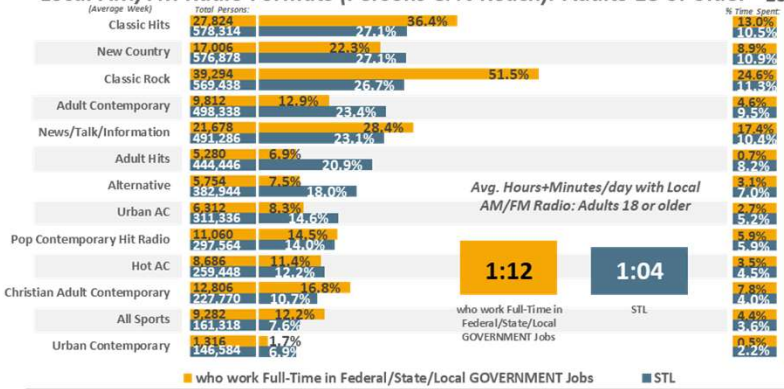
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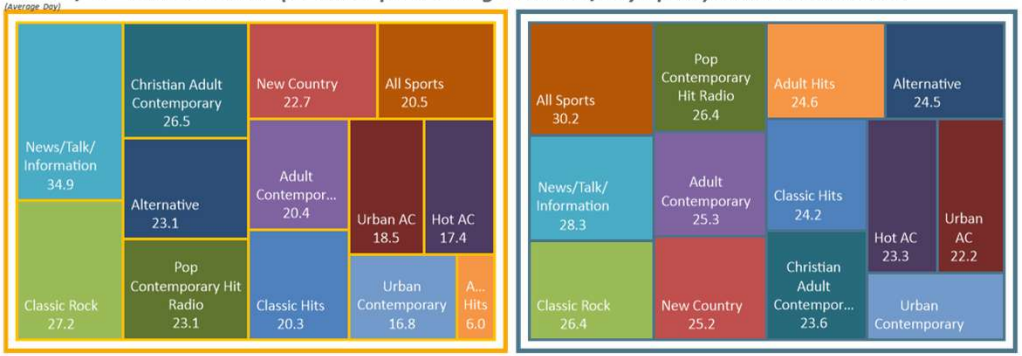
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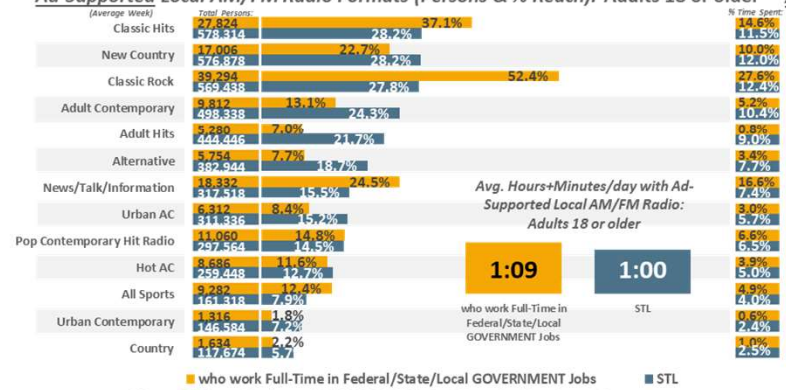
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



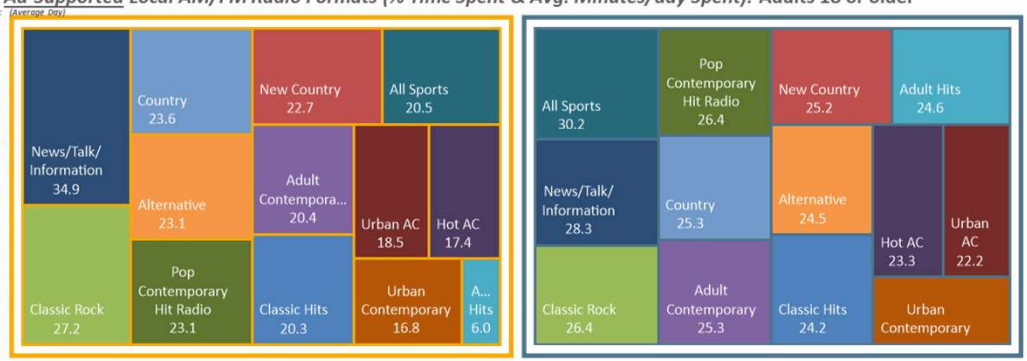
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



STL DMA Scarborough R2 2024: Feb24-Aug24 Qual Intab 36

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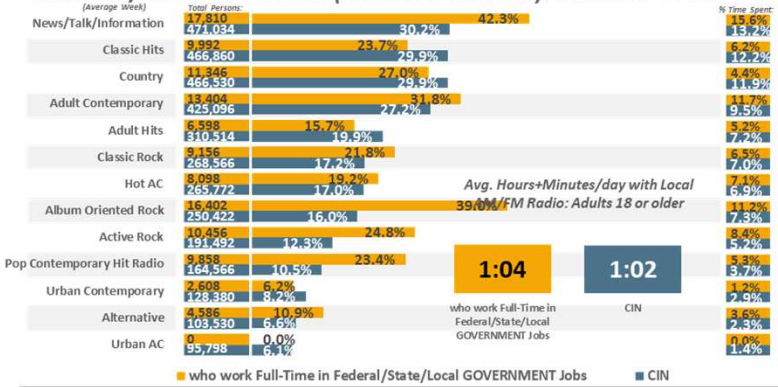
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[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work for the government)]

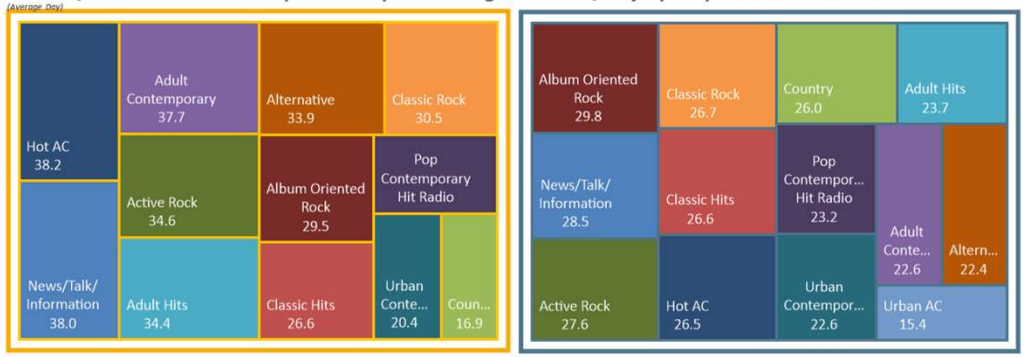
CIN

41,136 or 94.6% of Adults 18 or older who work Full-Time in Federal/State/Local GOVERNMENT Jobs listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Album Oriented Rock, News/Talk/Information, Adult Contemporary, Country, and Active Rock.

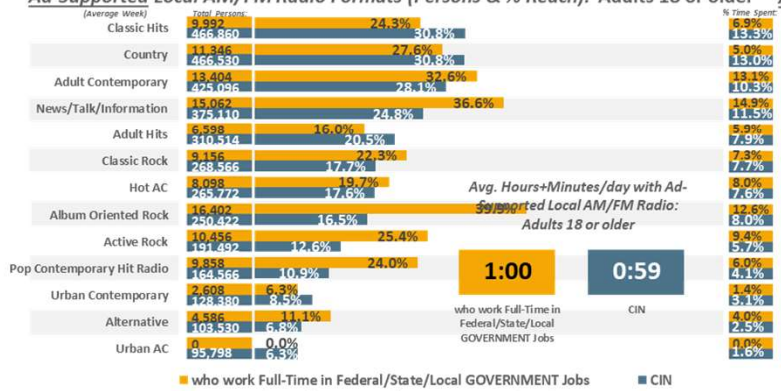
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



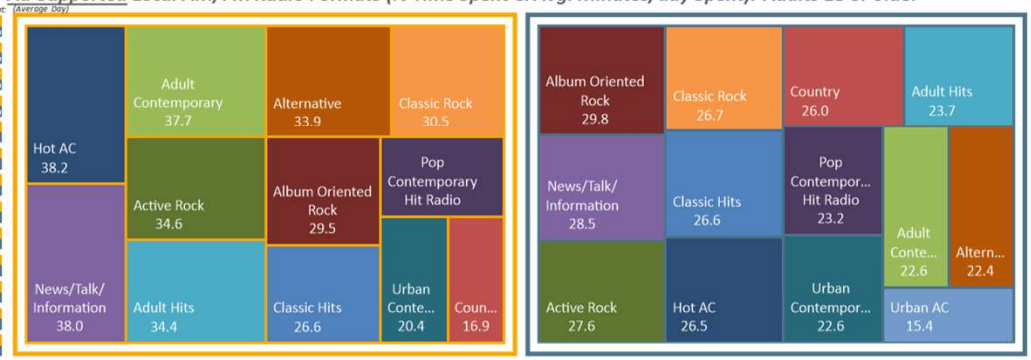
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



CIN DMA Scarborough R2 2024: Feb24-Aug24 Qual Intab 25

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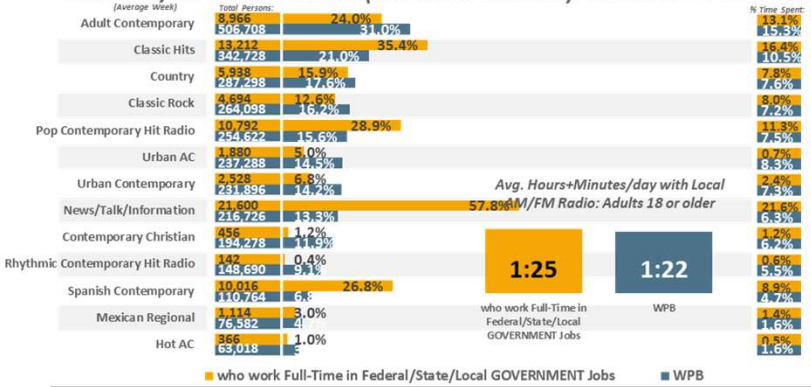
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[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work for the government)]

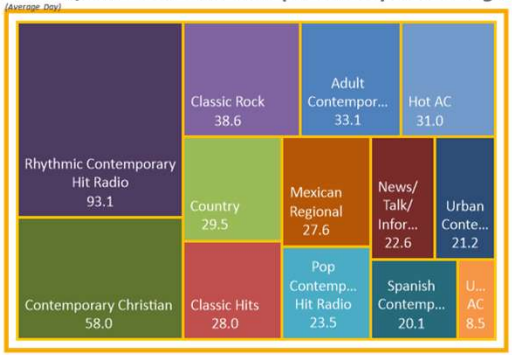


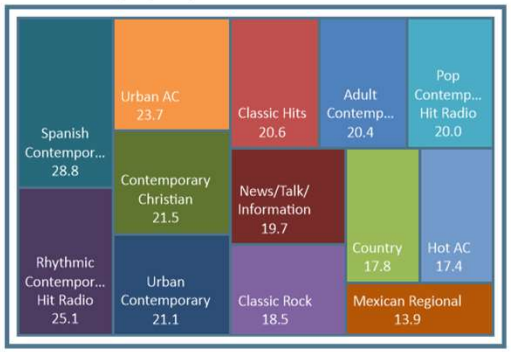
35,978 or 87.1% of Adults 18 or older who work Full-Time in Federal/State/Local GOVERNMENT Jobs listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are News/Talk/Information, Classic Hits, Pop Contemporary Hit Radio, Spanish Contemporary, and Adul

Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older

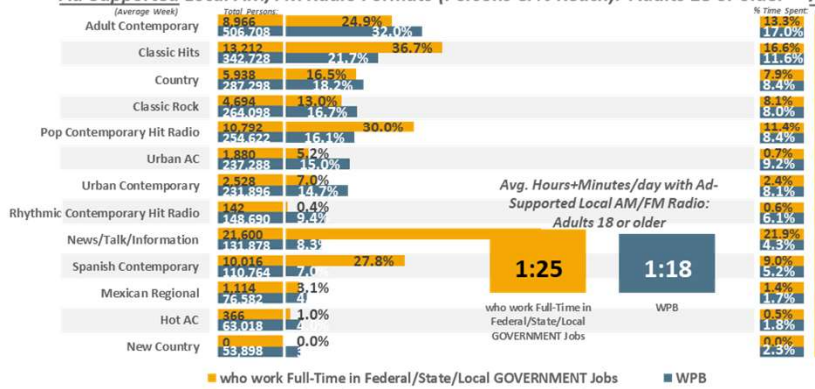


Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

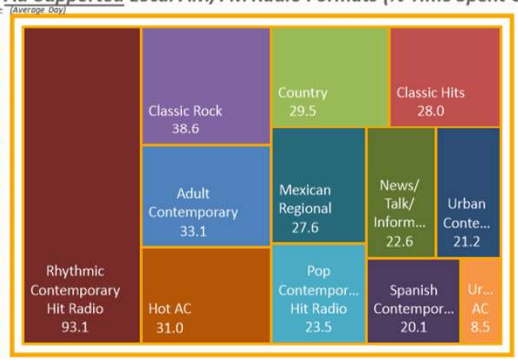


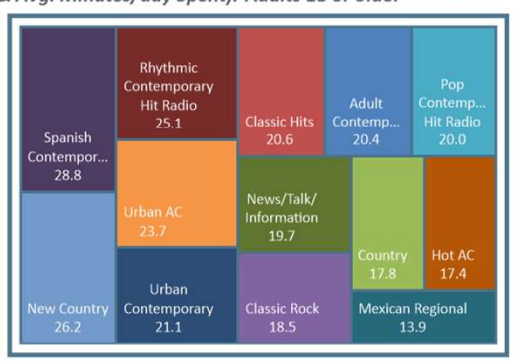


Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older





WPB DMA Scarborough R2 2024: Jan24-Aug24 Qual Intab 33

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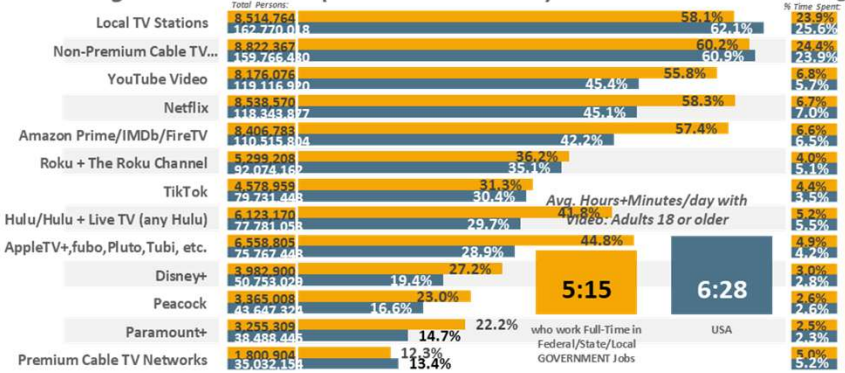
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[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work for the government)]

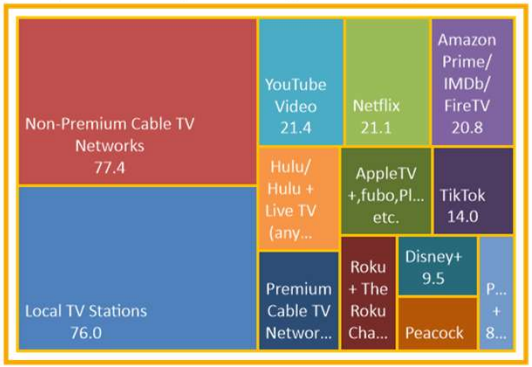


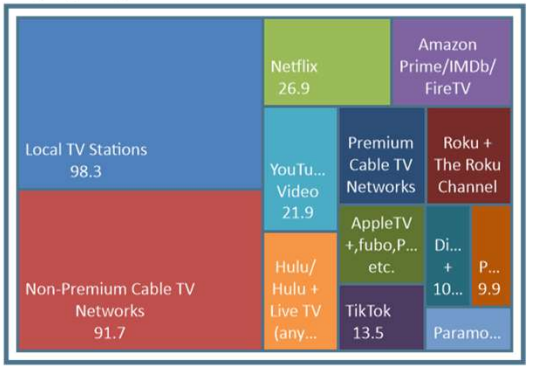
8,405,702 or 57.4% of Adults 18 or older who work Full-Time in Federal/State/Local GOVERNMENT Jobs watch Ad-Supported Local TV Stations for an average of 73.3 minutes every day representing 28.3% of all time spent daily with Ad-Supported Video.

Avg. Week All Video (Persons & % Reach): Adults 18 or older

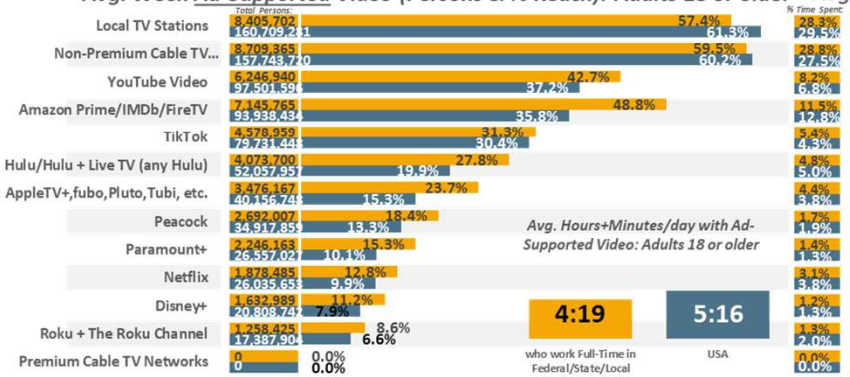


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

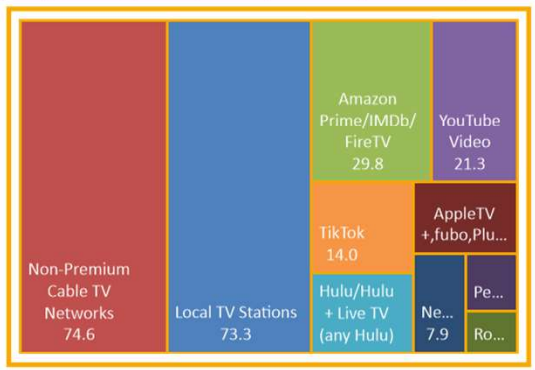


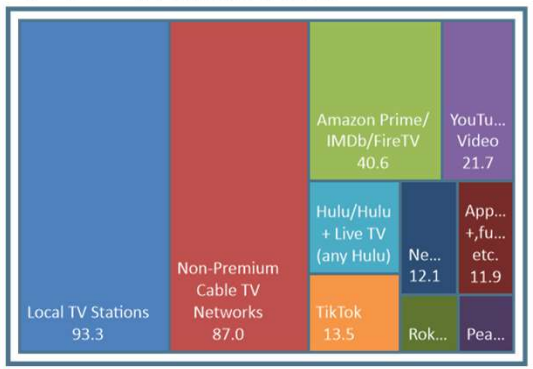


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older





USA *USA Projection* *Scarborough R1 2024: Jan24-Sep24* *Qual Intab* *729*

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USA Projection *Scarborough R1 2024: Jan23-Aug24* *Qual Intab* *11,648*

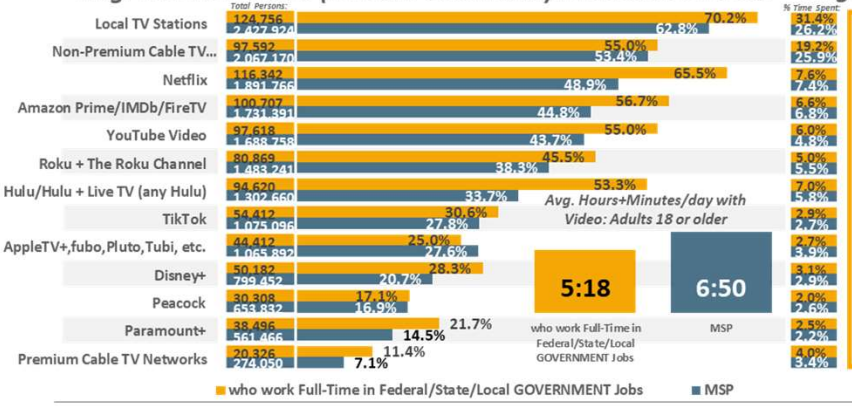
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[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work for the government)]

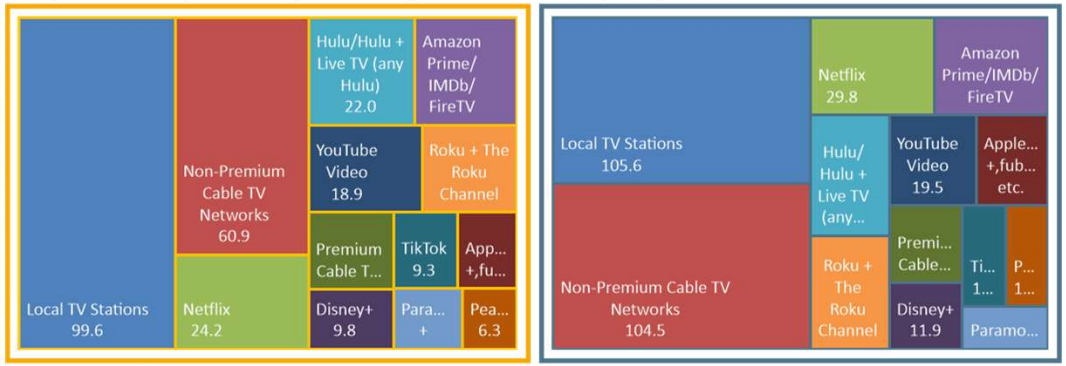


120,474 or 67.8% of Adults 18 or older who work Full-Time in Federal/State/Local GOVERNMENT Jobs watch Ad-Supported Local TV Stations for an average of 92.8 minutes every day representing 35.9% of all time spent daily with Ad-Supported Video.

Avg. Week All Video (Persons & % Reach): Adults 18 or older

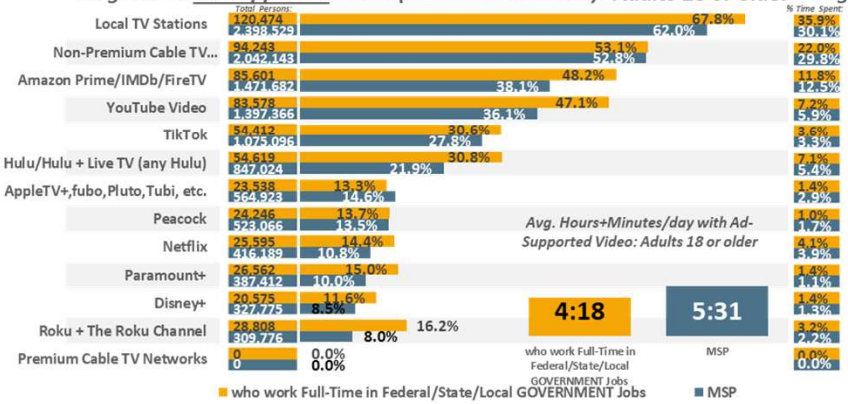


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

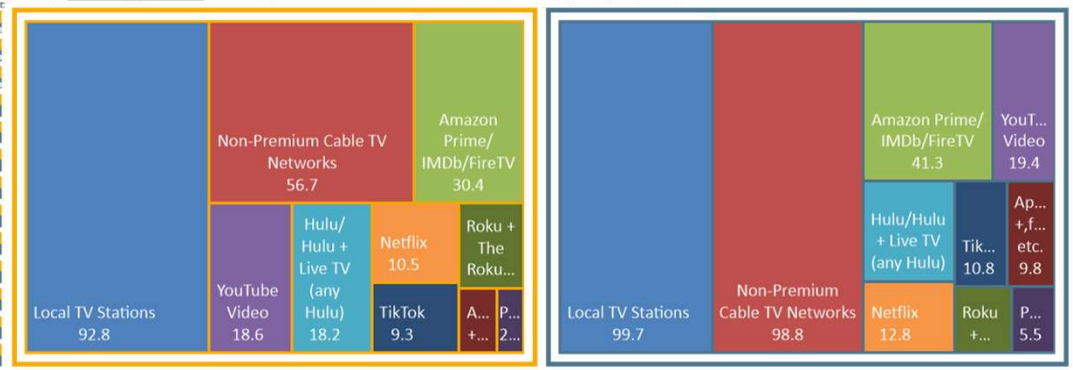


who work Full-Time in Federal/State/Local GOVERNMENT Jobs ■ MSP

Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



who work Full-Time in Federal/State/Local GOVERNMENT Jobs ■ MSP

MSP DMA Scarborough R2 2024: Feb24-Aug24 Qual Intab 47

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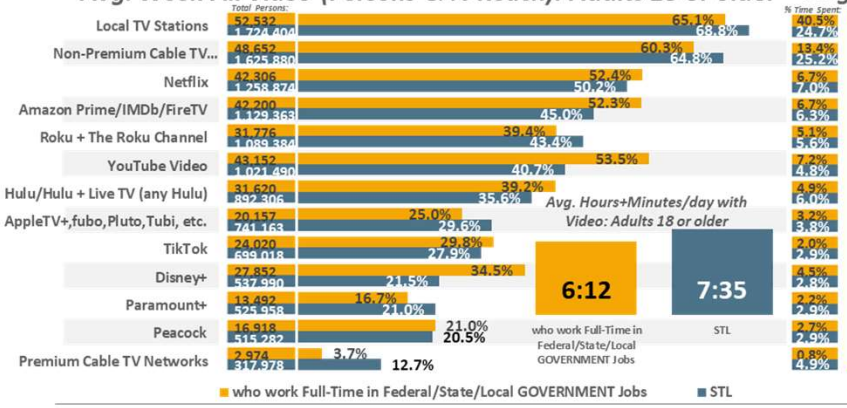
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[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work for the government)]

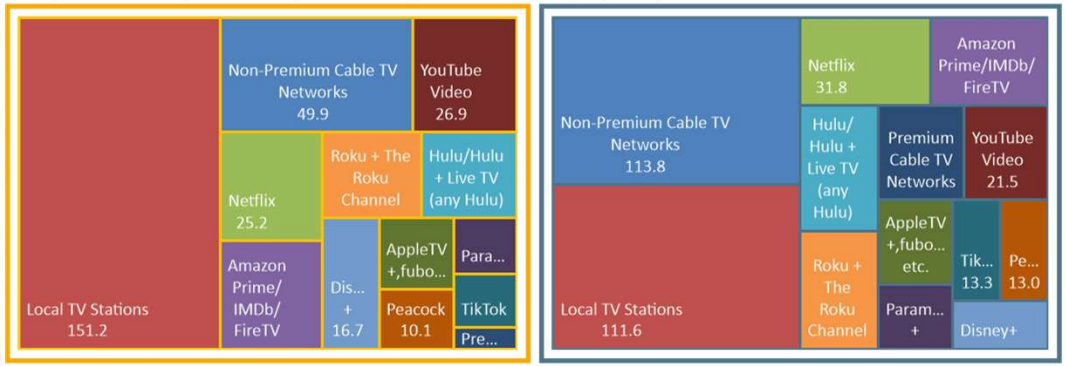
STL

52,470 or 65.% of Adults 18 or older who work Full-Time in Federal/State/Local GOVERNMENT Jobs watch Ad-Supported Local TV Stations for an average of 147.8 minutes every day representing 49.3% of all time spent daily with Ad-Supported Video.

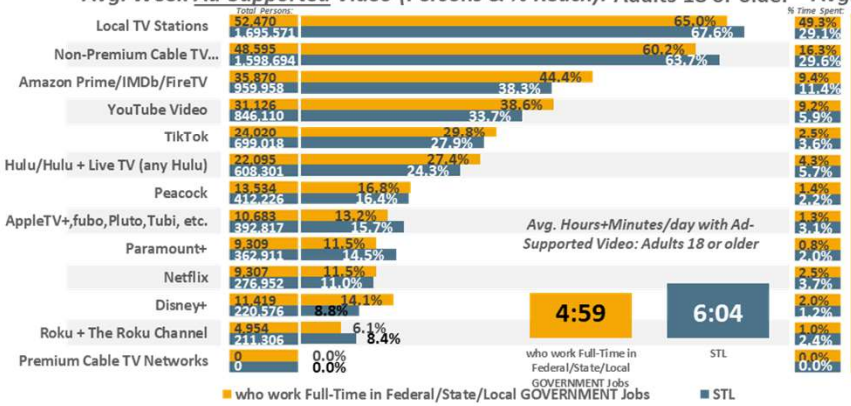
Avg. Week All Video (Persons & % Reach): Adults 18 or older



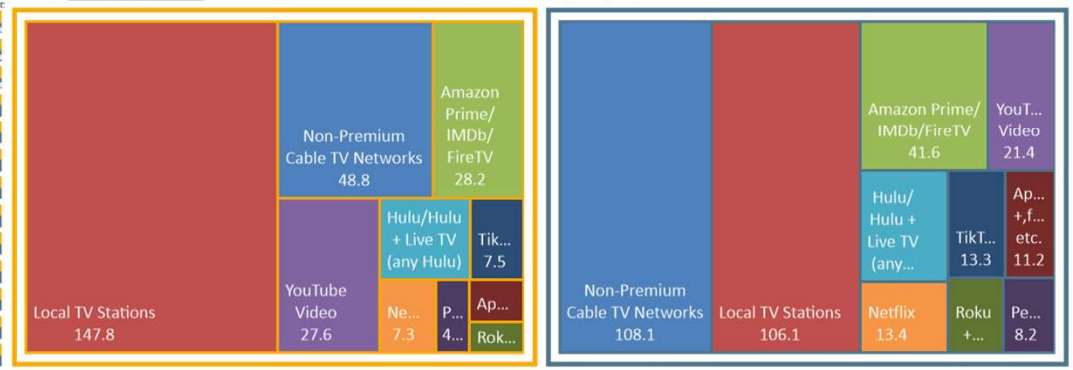
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



STL DMA Scarborough R2 2024: Feb24-Aug24 Qual Intab 36

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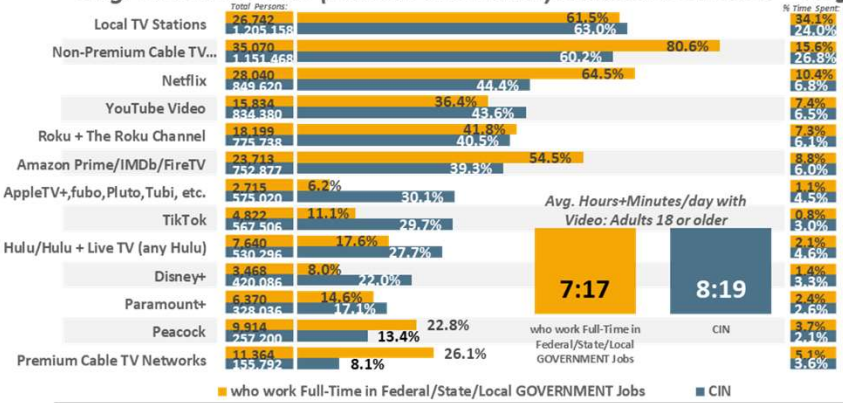
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[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work for the government)]

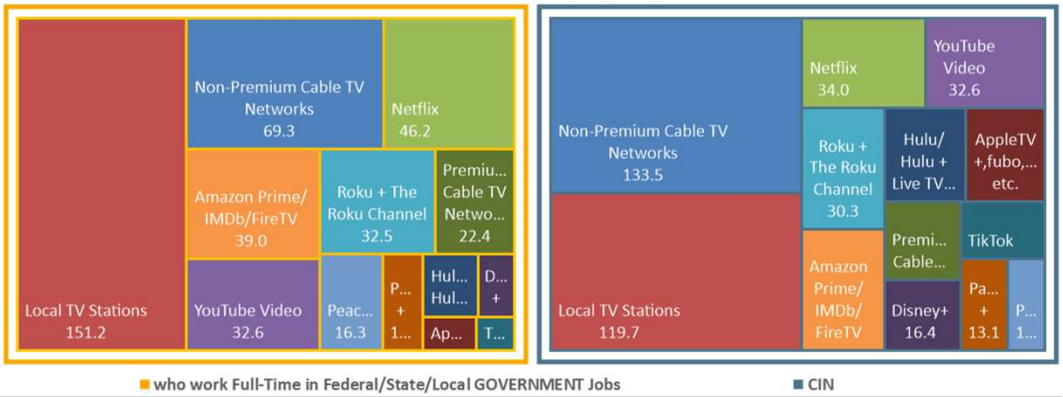


26,295 or 60.4% of Adults 18 or older who work Full-Time in Federal/State/Local GOVERNMENT Jobs watch Ad-Supported Local TV Stations for an average of 147.1 minutes every day representing 43.8% of all time spent daily with Ad-Supported Video.

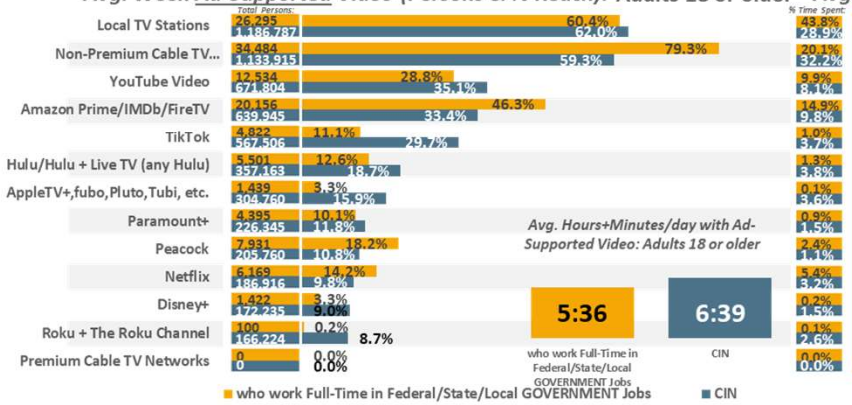
Avg. Week All Video (Persons & % Reach): Adults 18 or older



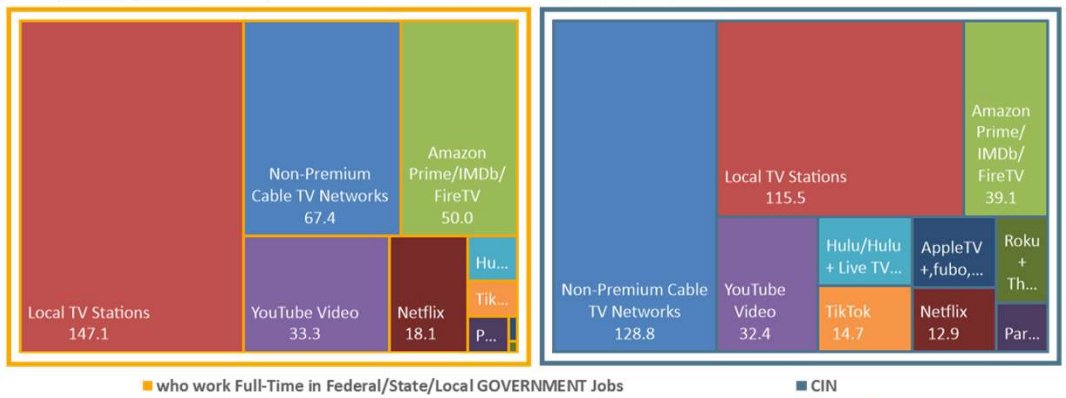
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



CIN DMA Scarborough R2 2024: Feb24-Aug24 Qual Intab 25

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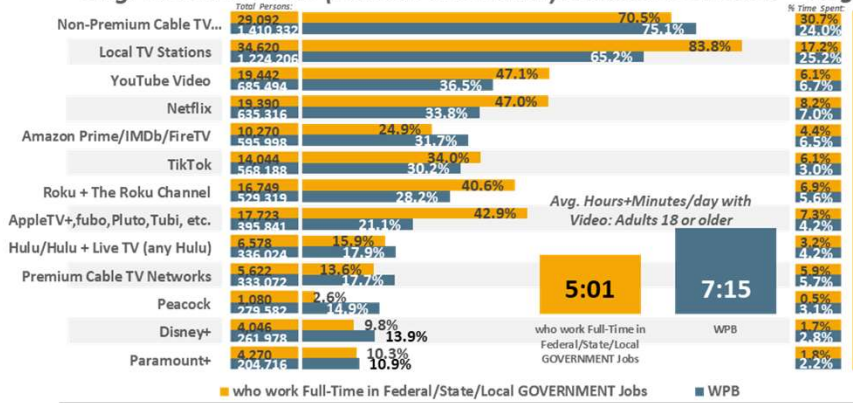
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[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work for the government)]

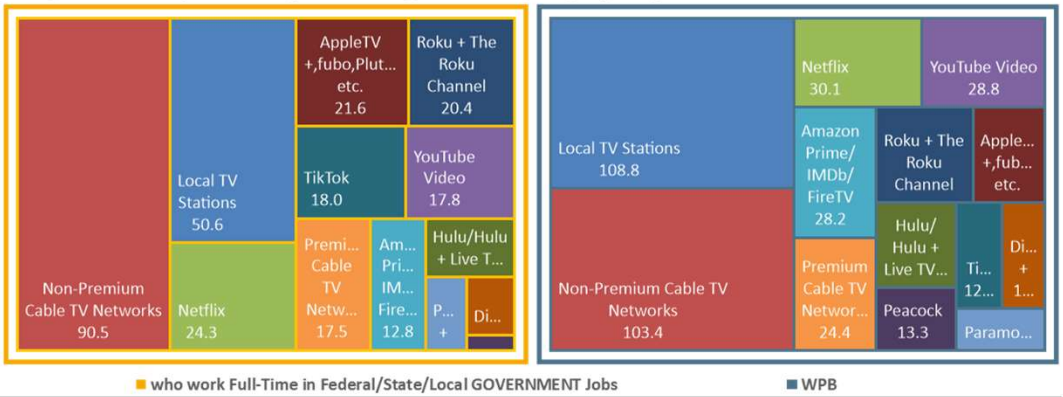


34,586 or 83.8% of Adults 18 or older who work Full-Time in Federal/State/Local GOVERNMENT Jobs watch Ad-Supported Local TV Stations for an average of 50.6 minutes every day representing 20.9% of all time spent daily with Ad-Supported Video.

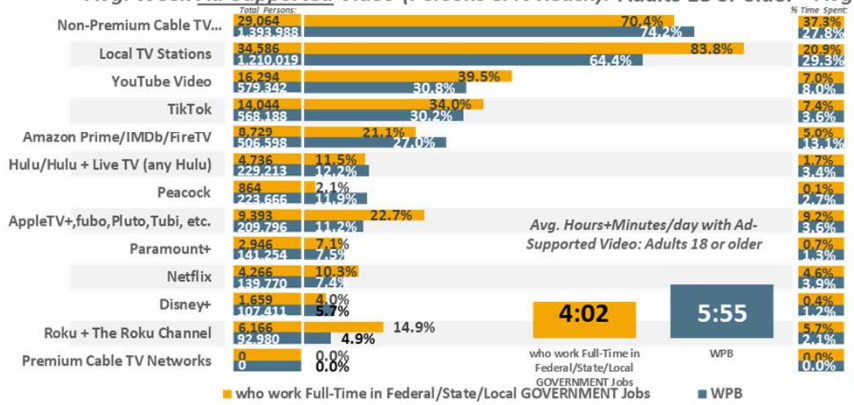
Avg. Week All Video (Persons & % Reach): Adults 18 or older



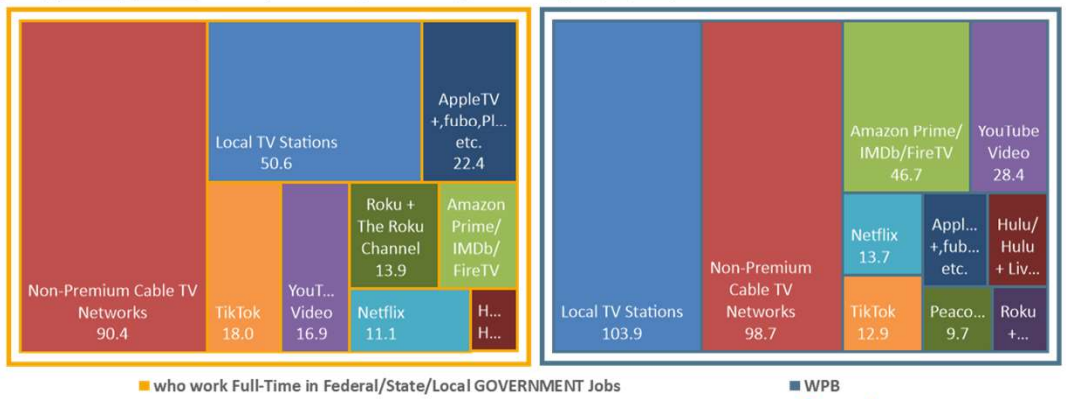
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



WPB DMA Scarborough R2 2024: Jan24-Aug24 Qual Intab 33

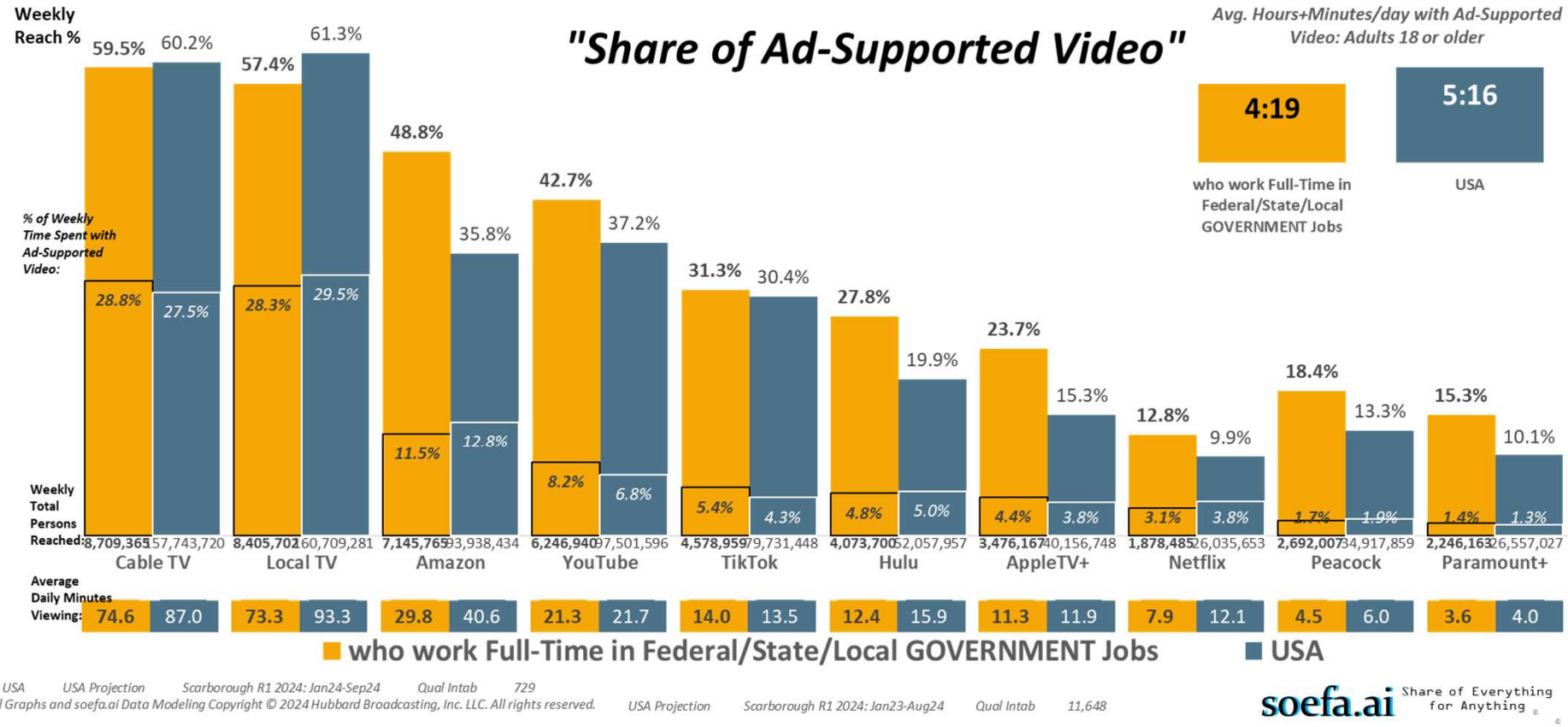
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[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work for the government)]



8,405,702 or 57.4% of Adults 18 or older who work Full-Time in Federal/State/Local GOVERNMENT Jobs watch Ad-Supported Local TV Stations for an average of 73.3 minutes every day representing 28.3% of all time spent daily with Ad-Supported Video.



USA USA Projection Scarborough R1 2024: Jan24-Sep24 Qual Intab 729

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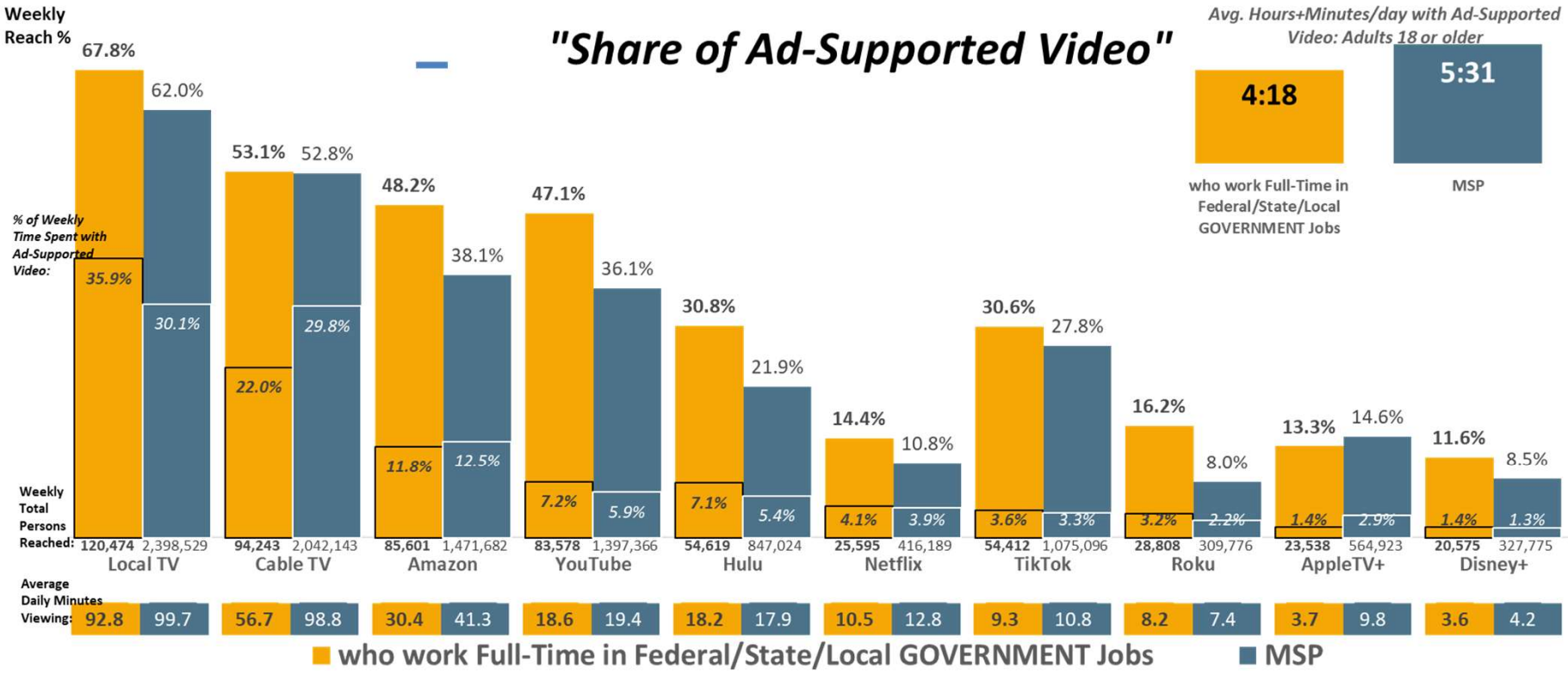
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 11,648

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[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work for the government)]

MSP

120,474 or 67.8% of Adults 18 or older who work Full-Time in Federal/State/Local GOVERNMENT Jobs watch Ad-Supported Local TV Stations for an average of 92.8 minutes every day representing 35.9% of all time spent daily with Ad-Supported Video.



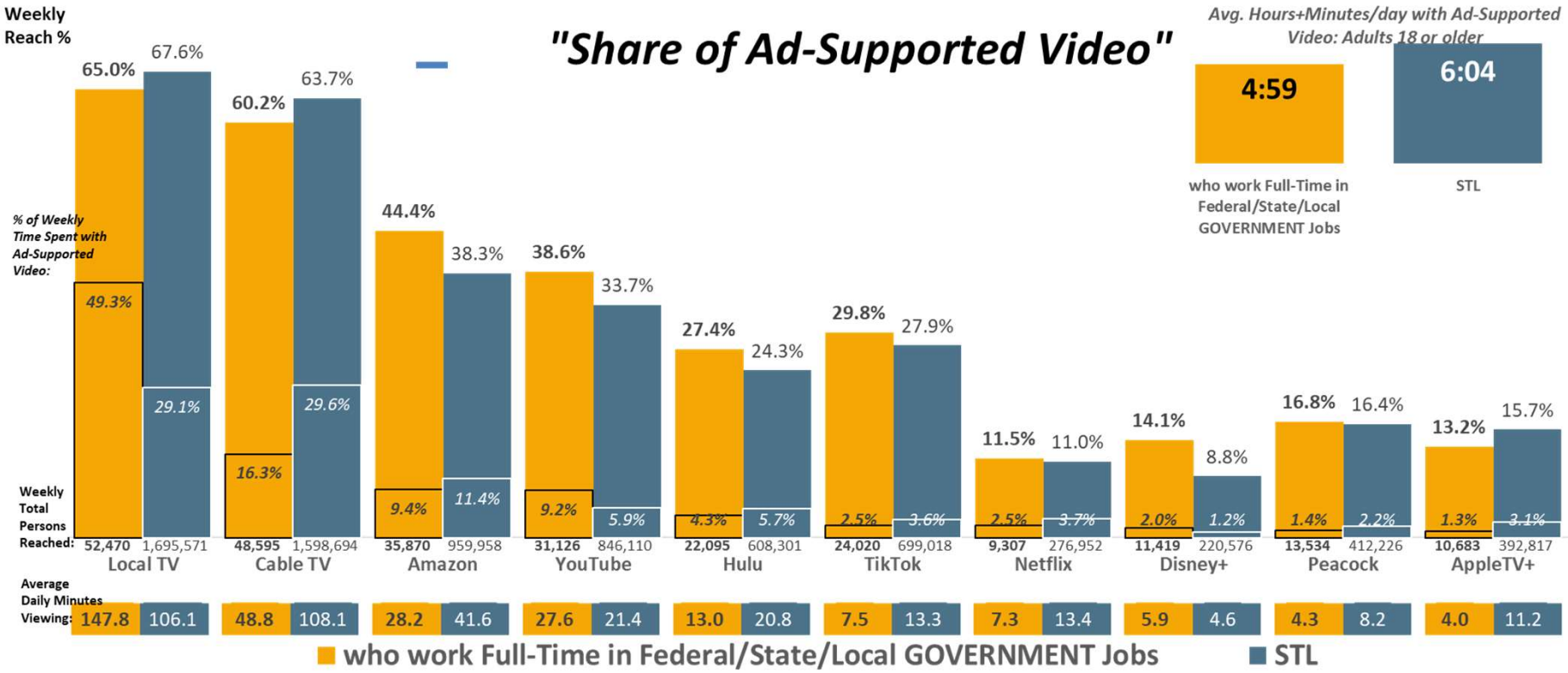
MSP DMA Scarborough R2 2024: Feb24-Aug24 Qual Intab 47 MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Feb24-Aug24 Qual Intab 964

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[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work for the government)]

52,470 or 65.% of Adults 18 or older who work Full-Time in Federal/State/Local GOVERNMENT Jobs watch Ad-Supported Local TV Stations for an average of 147.8 minutes every day representing 49.3% of all time spent daily with Ad-Supported Video.



STL DMA Scarborough R2 2024: Feb24-Aug24 Qual Intab 36 ST. LOUIS DMA Scarborough R2 2024: Feb24-Aug24 Qual Intab 980

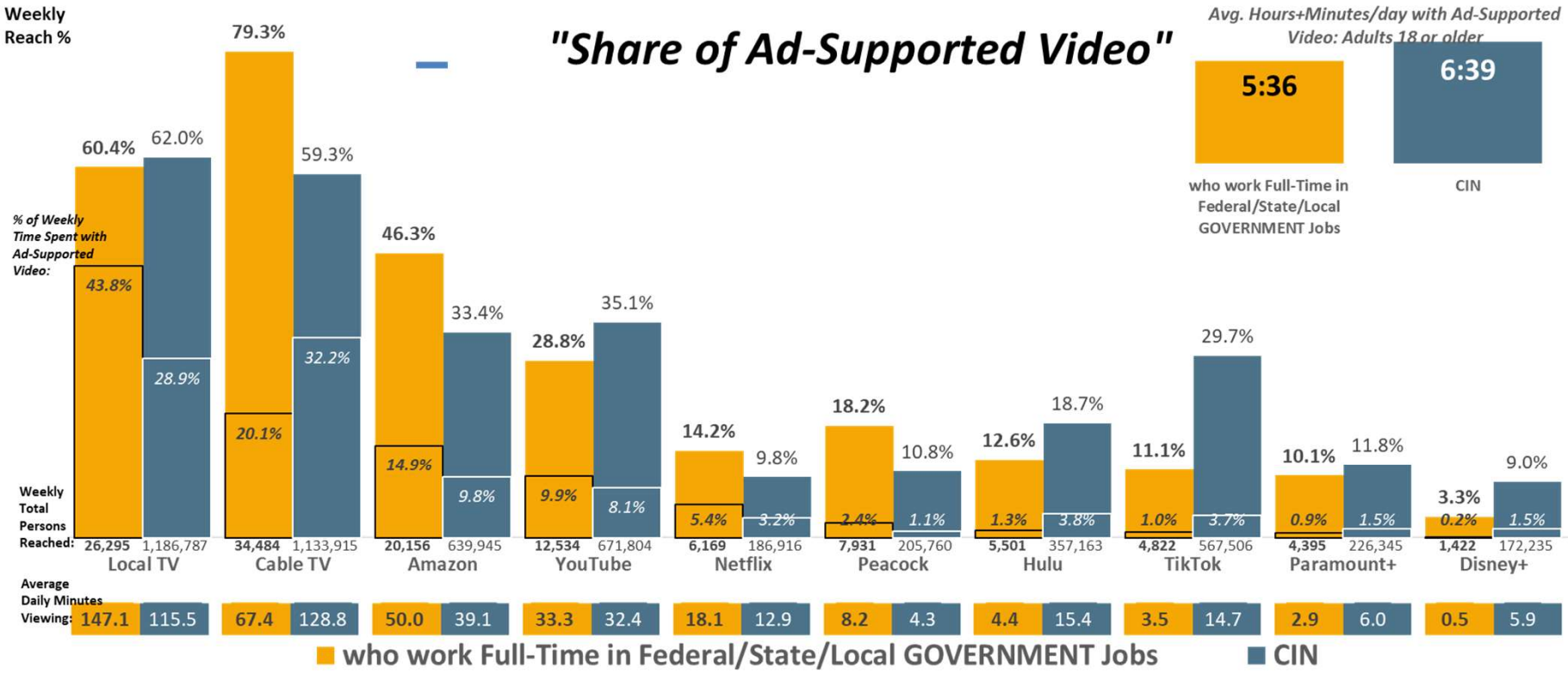
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[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work for the government)]



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CIN DMA Scarborough R2 2024: Feb24-Aug24 Qual Intab 25 CINCINNATI DMA Scarborough R2 2024: Feb24-Aug24 Qual Intab 904

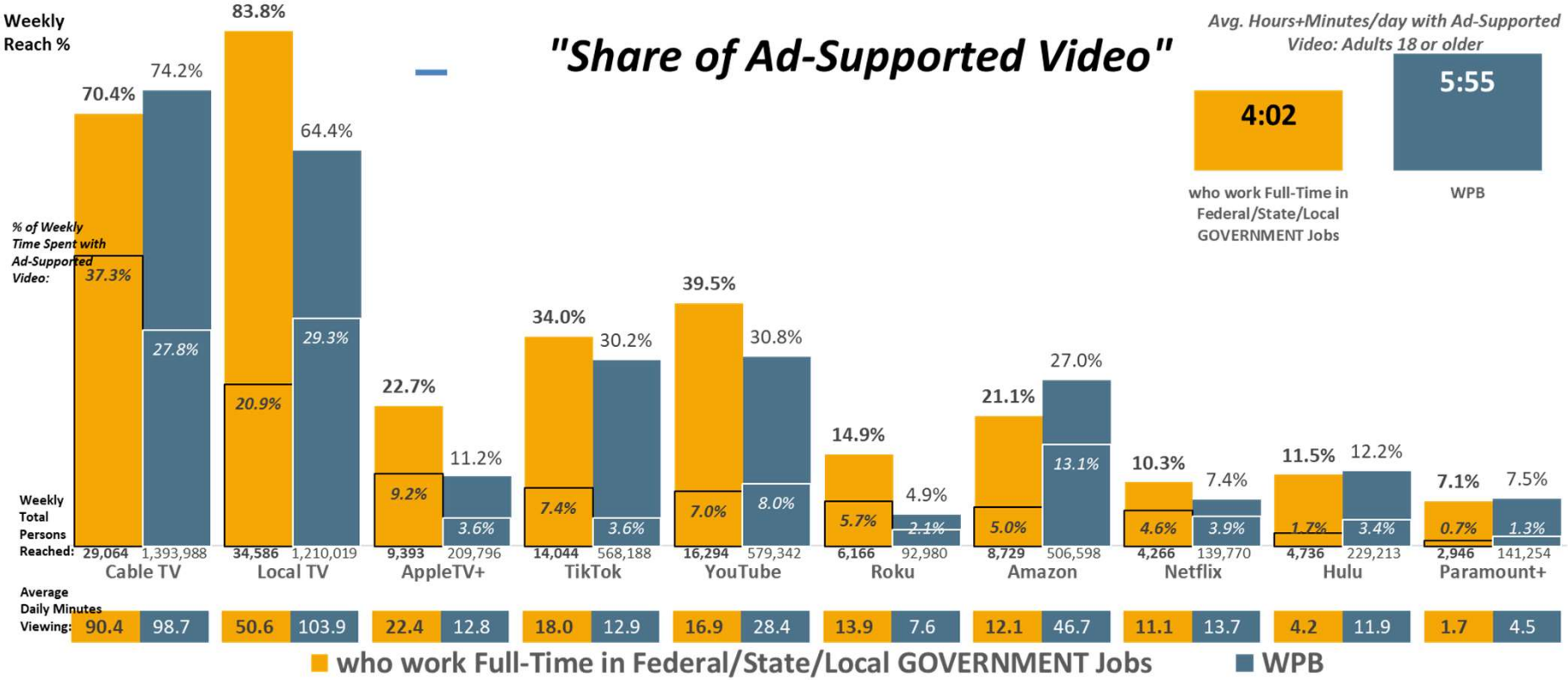
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[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work for the government)]



34,586 or 83.8% of Adults 18 or older who work Full-Time in Federal/State/Local GOVERNMENT Jobs watch Ad-Supported Local TV Stations for an average of 50.6 minutes every day representing 20.9% of all time spent daily with Ad-Supported Video.



WPB DMA Scarborough R2 2024: Jan24-Aug24 Qual Intab 33 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2024: Jan24-Aug24 Qual Intab 1,234

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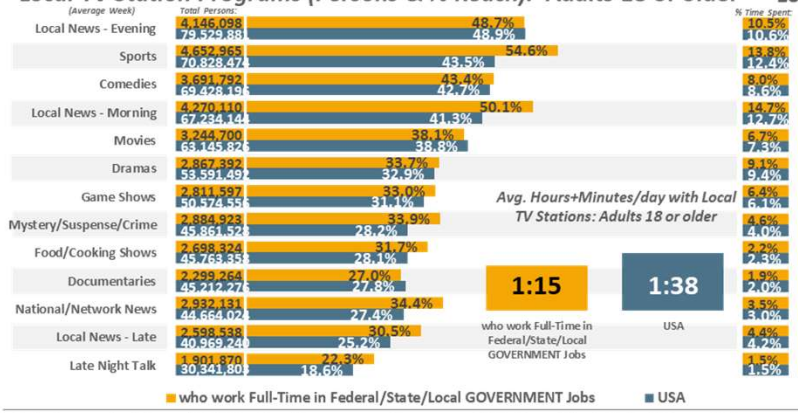
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[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work for the government)]

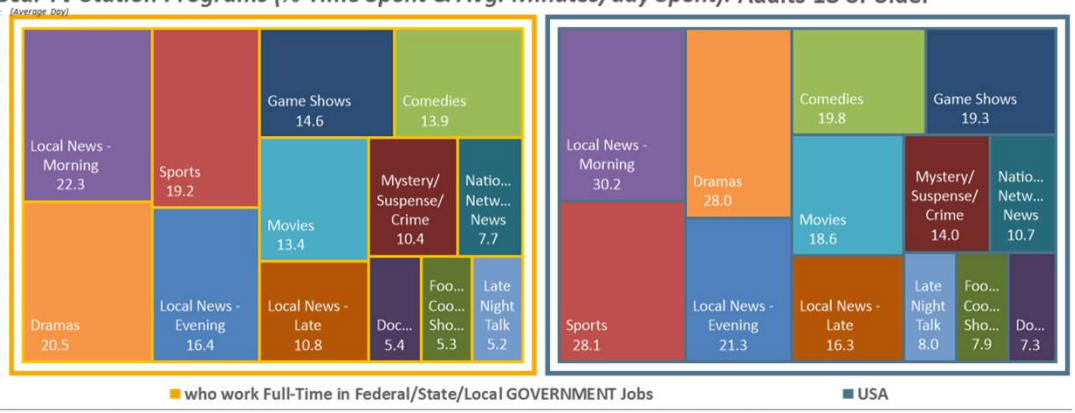


8,405,702 or 57.4% of Adults 18 or older who work Full-Time in Federal/State/Local GOVERNMENT Jobs watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Morning, Local News - Evening, Comedies, Movies, and Mystery/Suspense/Crim

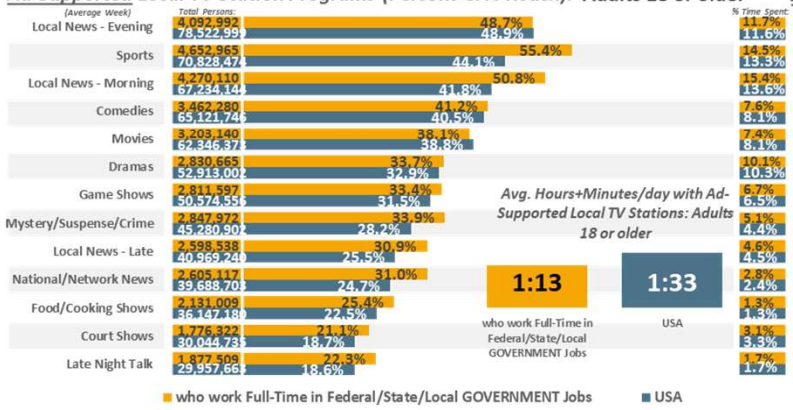
Local TV Station Programs (Persons & % Reach): Adults 18 or older



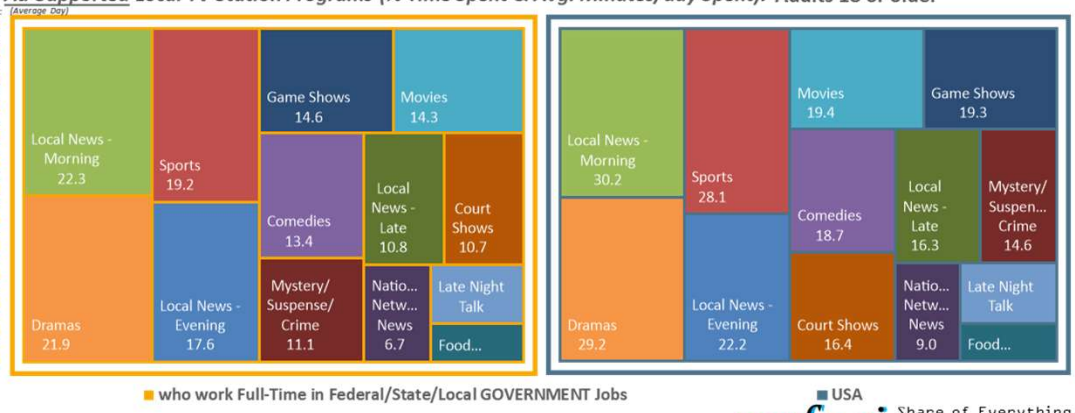
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 18 or older



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



USA USA Projection Scarborough R1 2024: Jan24-Sep24 Qual Intab 729

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USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 11,648

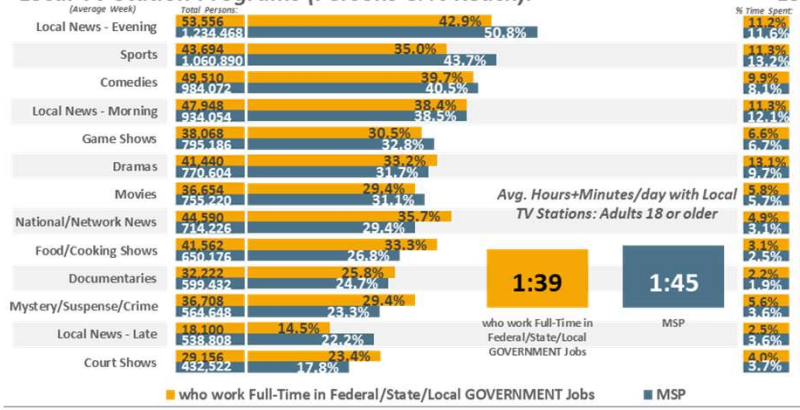
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[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work for the government)]

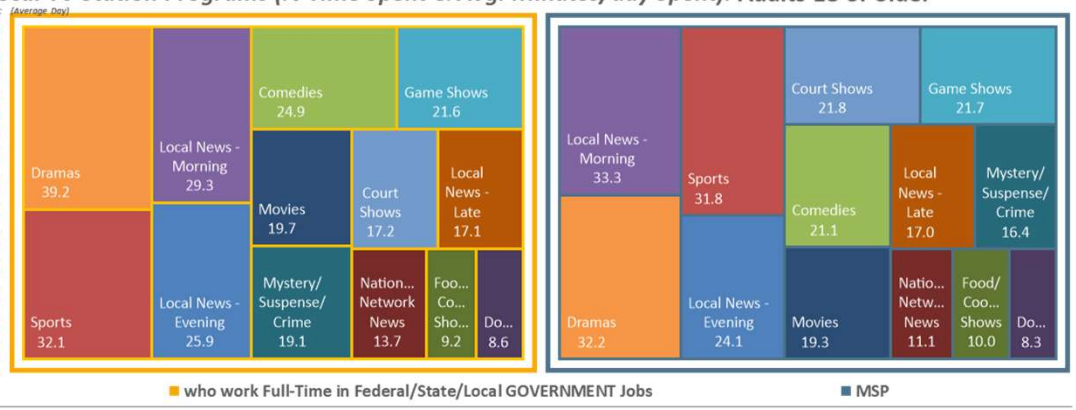
MSP

120,474 or 67.8% of Adults 18 or older who work Full-Time in Federal/State/Local GOVERNMENT Jobs watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Local News - Morning, Comedies, Sports, Dramas, and National/Network News.

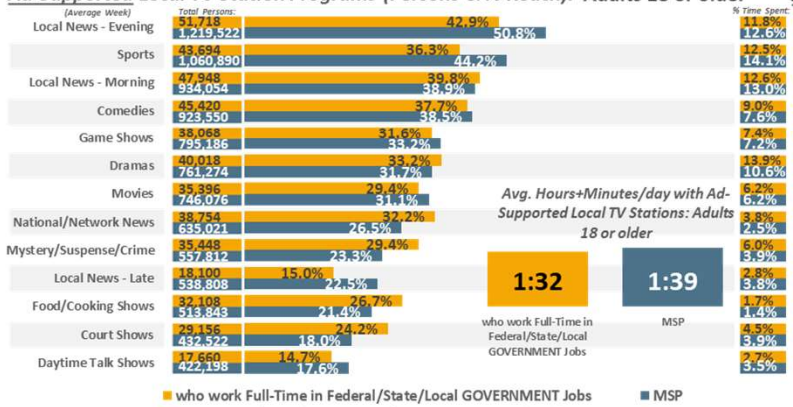
Local TV Station Programs (Persons & % Reach): Adults 18 or older



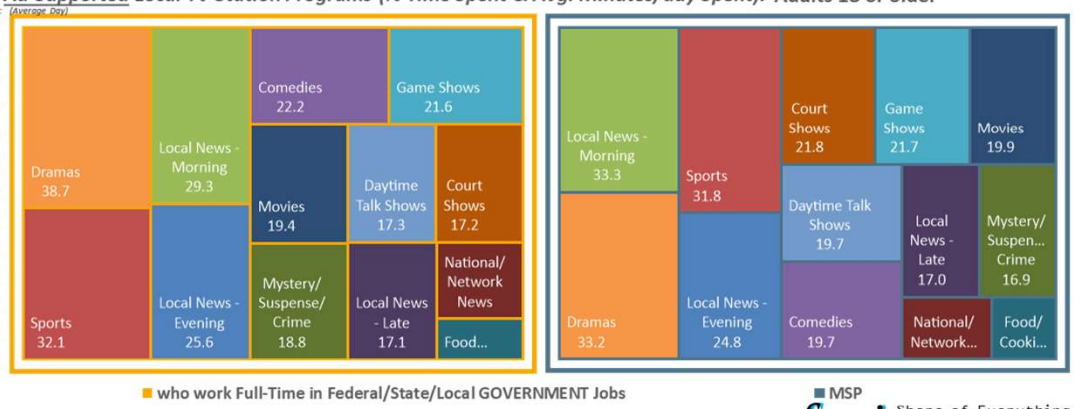
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 18 or older



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



MSP DMA Scarborough R2 2024: Feb24-Aug24 Qual Intab 47

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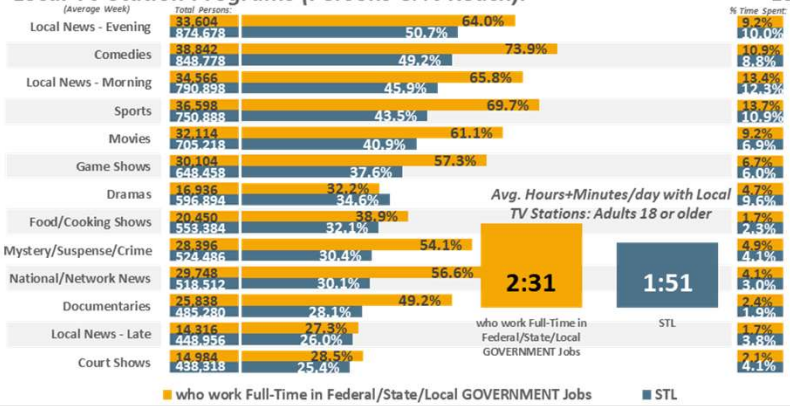
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[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work for the government)]

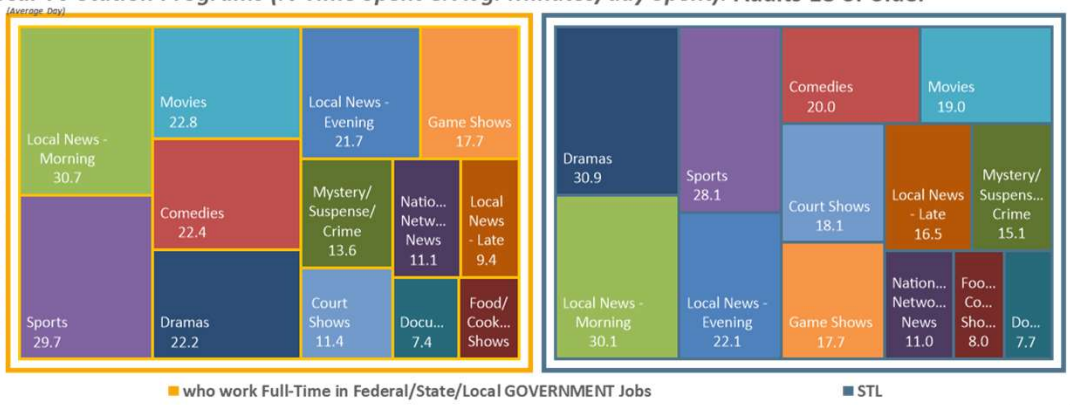
STL

52,470 or 65.% of Adults 18 or older who work Full-Time in Federal/State/Local GOVERNMENT Jobs watch Ad-Supported Local TV Stations. The Top 6-Programs are Comedies, Sports, Local News - Morning, Local News - Evening, Movies, and Game Shows.

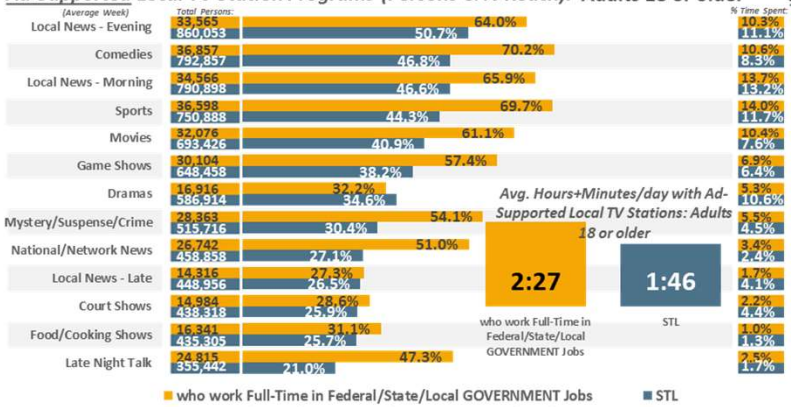
Local TV Station Programs (Persons & % Reach): Adults 18 or older



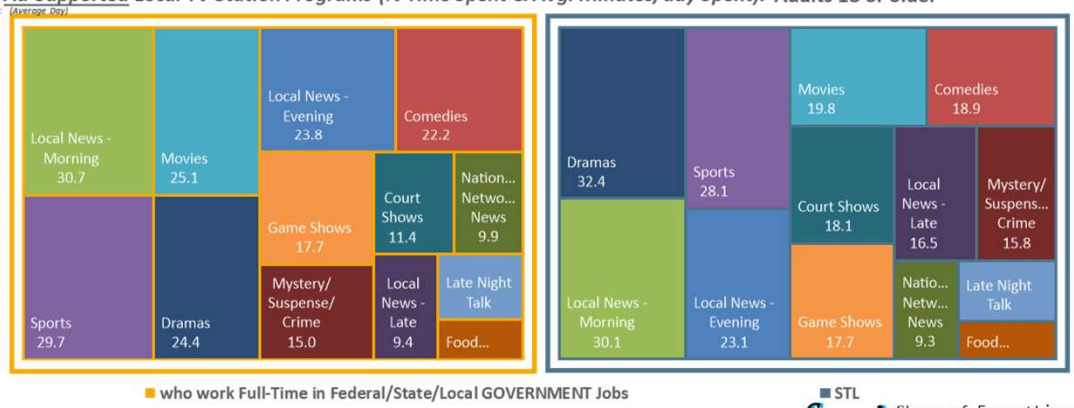
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 18 or older



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



STL DMA Scarborough R2 2024: Feb24-Aug24 Qual Intab 36

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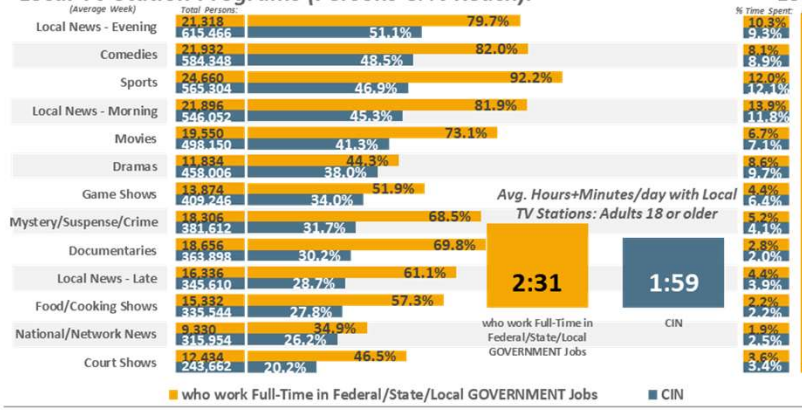
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[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work for the government)]

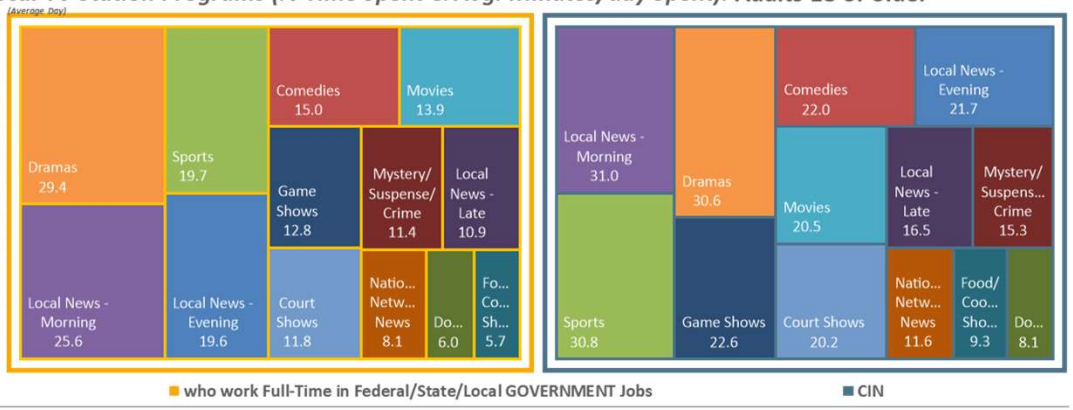


26,295 or 60.4% of Adults 18 or older who work Full-Time in Federal/State/Local GOVERNMENT Jobs watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Morning, Local News - Evening, Comedies, Movies, and Mystery/Suspense/Crime.

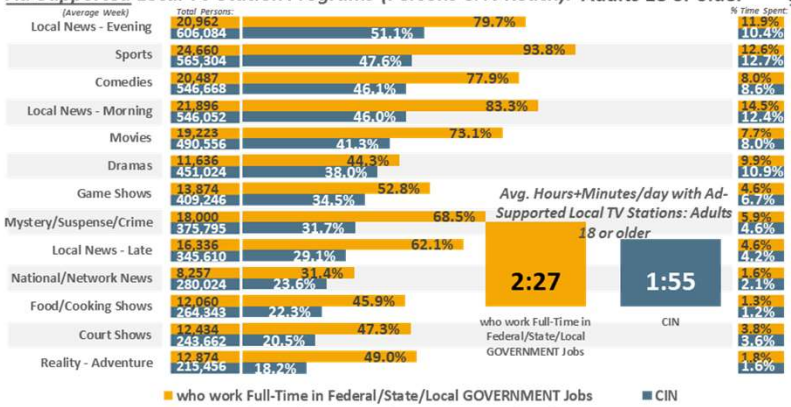
Local TV Station Programs (Persons & % Reach): Adults 18 or older



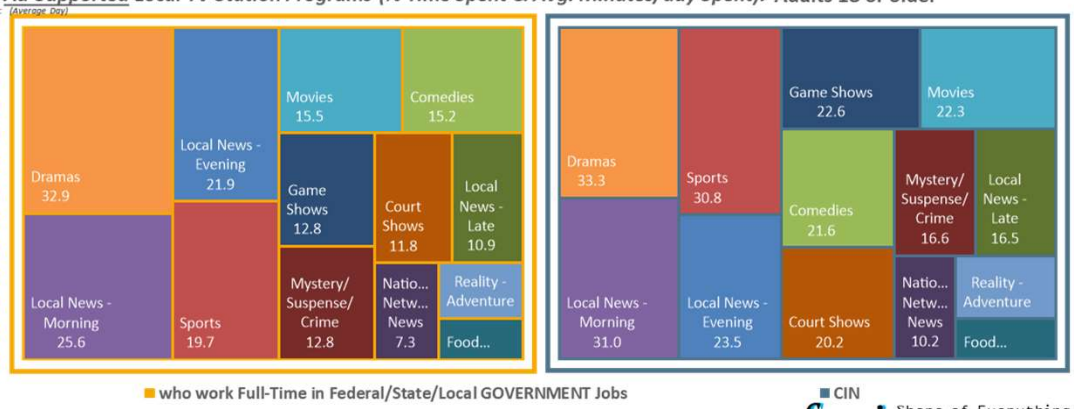
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 18 or older



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



CIN DMA Scarborough R2 2024: Feb24-Aug24 Qual Intab 25

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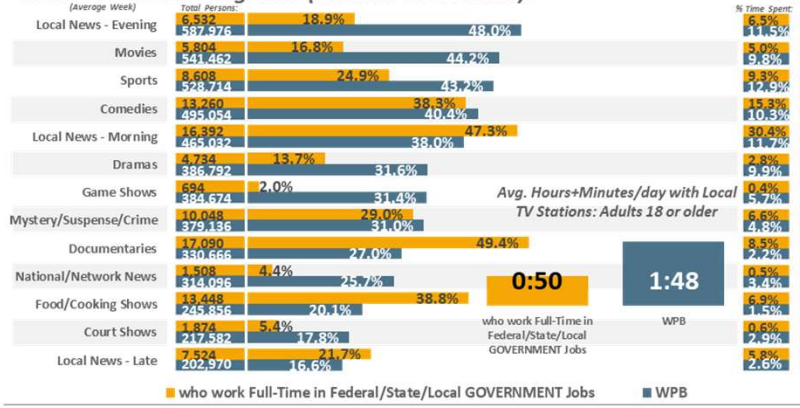
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[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work for the government)]

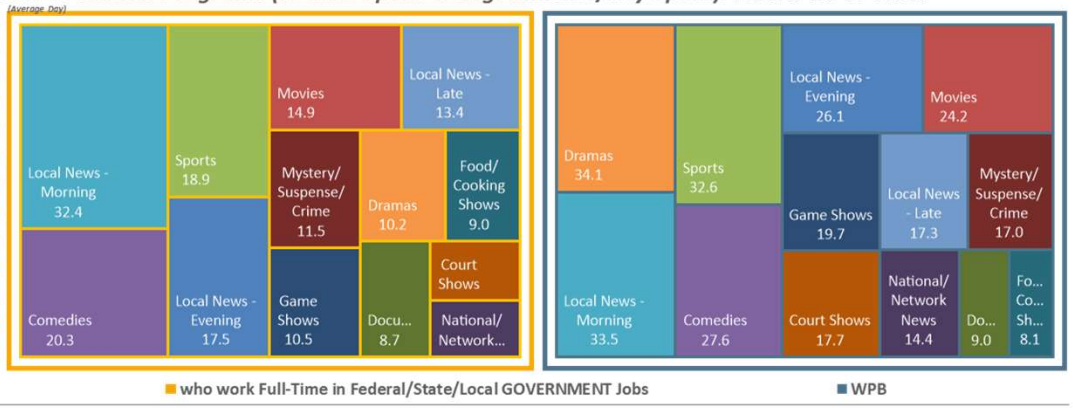


34,586 or 83.8% of Adults 18 or older who work Full-Time in Federal/State/Local GOVERNMENT Jobs watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Morning, Comedies, Food/Cooking Shows, Mystery/Suspense/Crime, Sports, and Local News

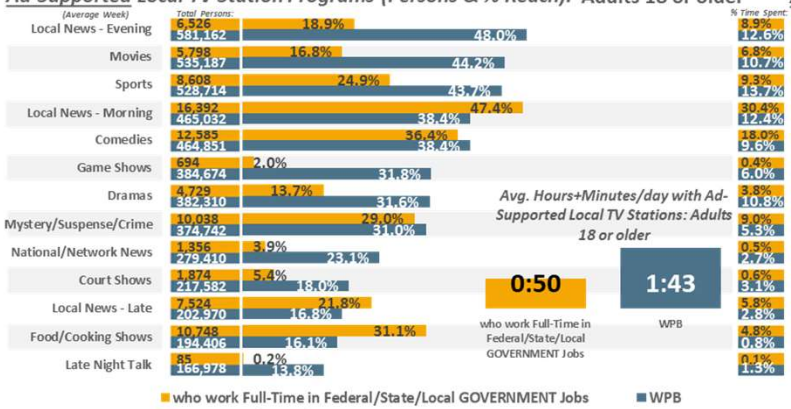
Local TV Station Programs (Persons & % Reach): Adults 18 or older



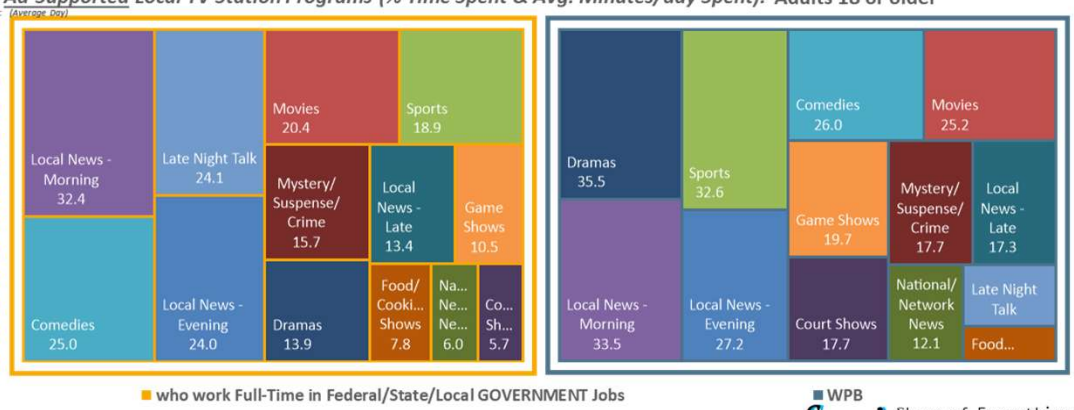
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 18 or older



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



WPB DMA Scarborough R2 2024: Jan24-Aug24 Qual Intab 33

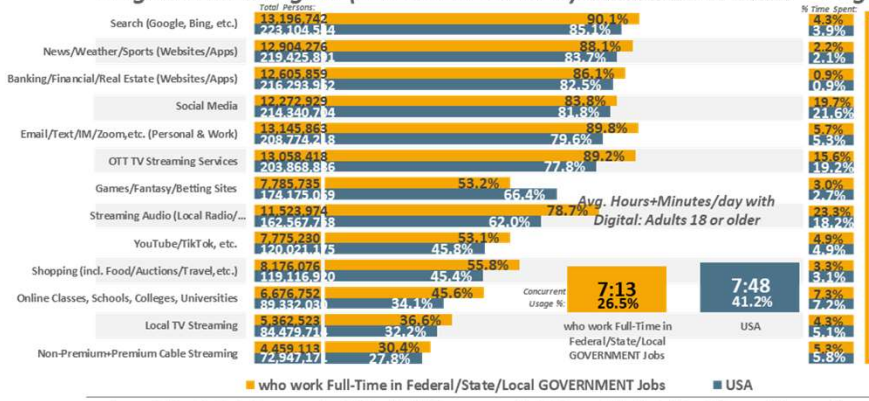
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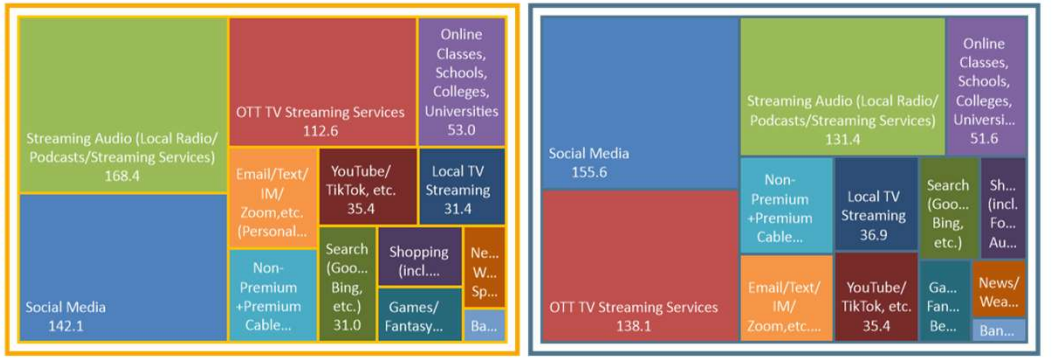
[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work for the government)]

10,442,639 or 71.3% of Adults 18 or older who work Full-Time in Federal/State/Local GOVERNMENT Jobs use Ad-Supported Social Media for an average of 120.9 minutes every day representing 23.4% of all time spent daily with Ad-Supported Digital Media.

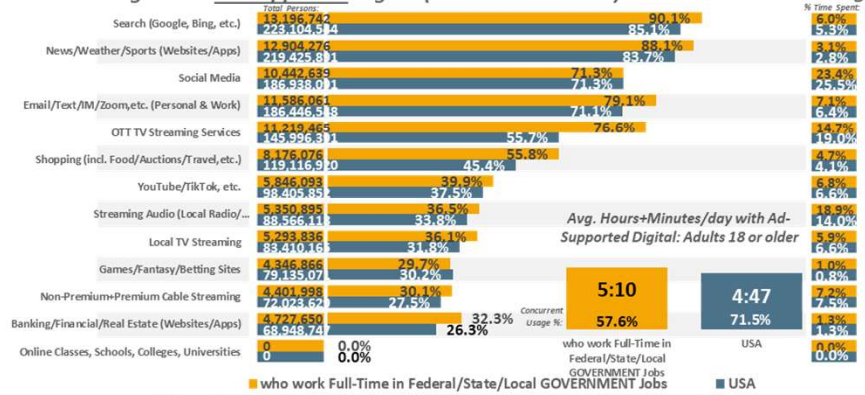
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



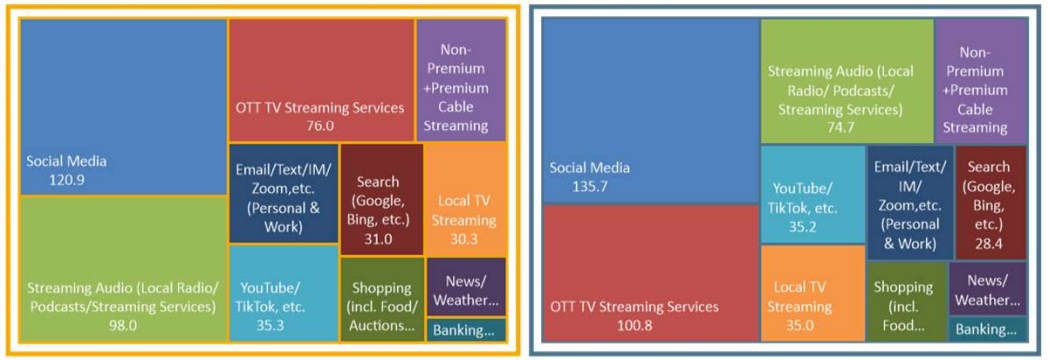
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



USA USA Projection Scarborough R1 2024: Jan24-Sep24 Qual Intab 729

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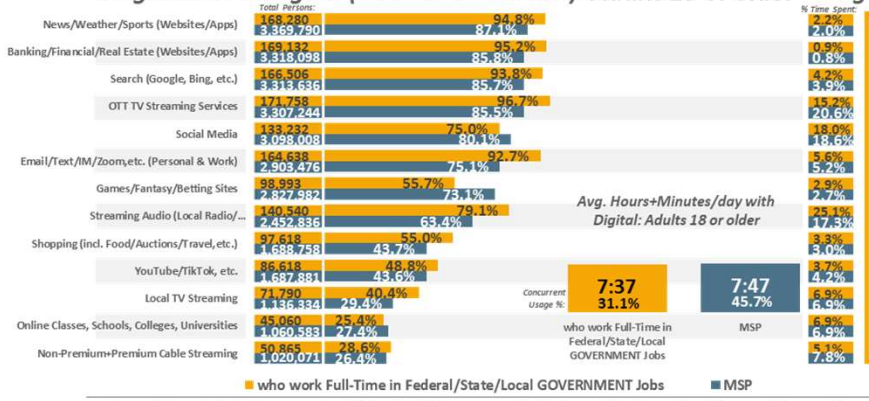
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 11,648

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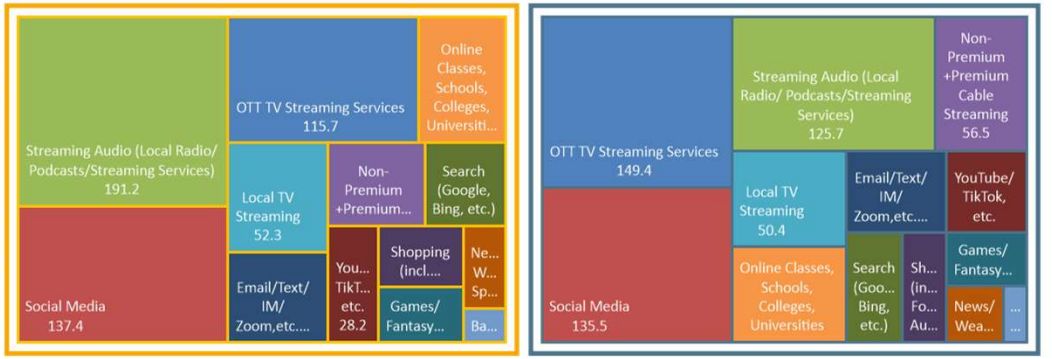
[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work for the government)]

103,194 or 58.1% of Adults 18 or older who work Full-Time in Federal/State/Local GOVERNMENT Jobs use Ad-Supported Social Media for an average of 106.4 minutes every day representing 19.8% of all time spent daily with Ad-Supported Digital Media.

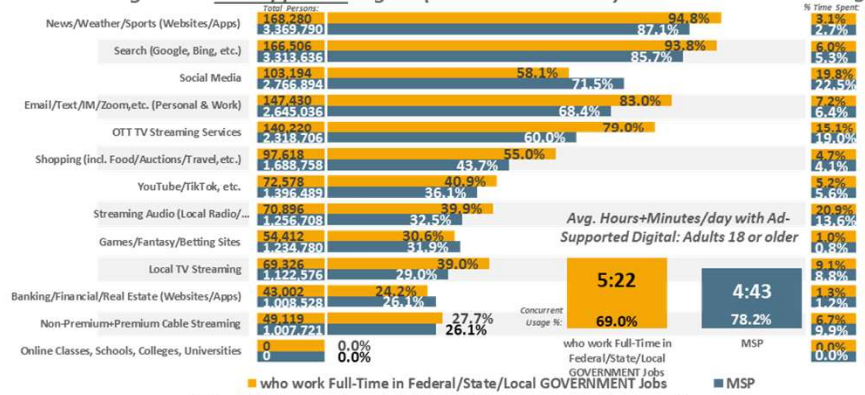
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



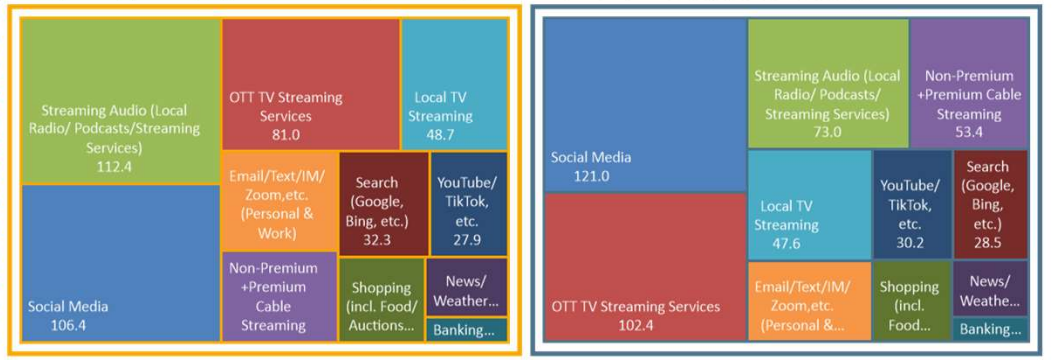
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



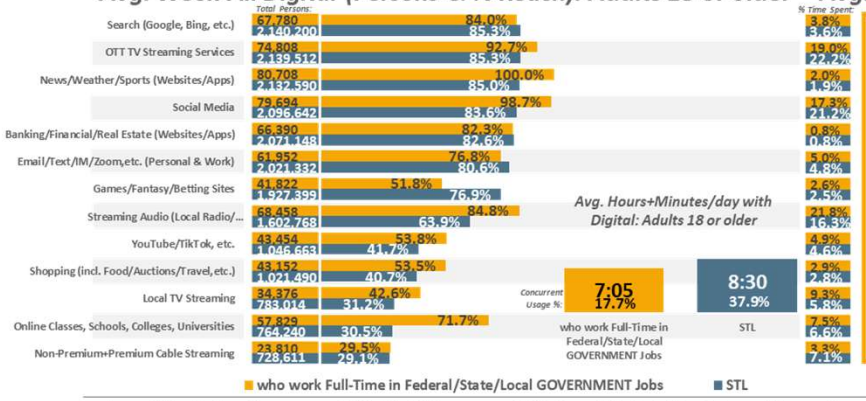
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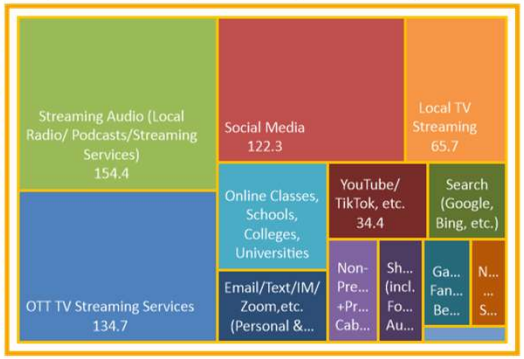
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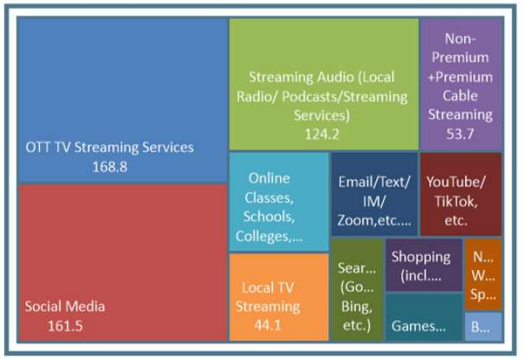
67,106 or 83.1% of Adults 18 or older who work Full-Time in Federal/State/Local GOVERNMENT Jobs use Ad-Supported Social Media for an average of 103. minutes every day representing 21.7% of all time spent daily with Ad-Supported Digital Media.

Avg. Week All Digital (Persons & % Reach): Adults 18 or older

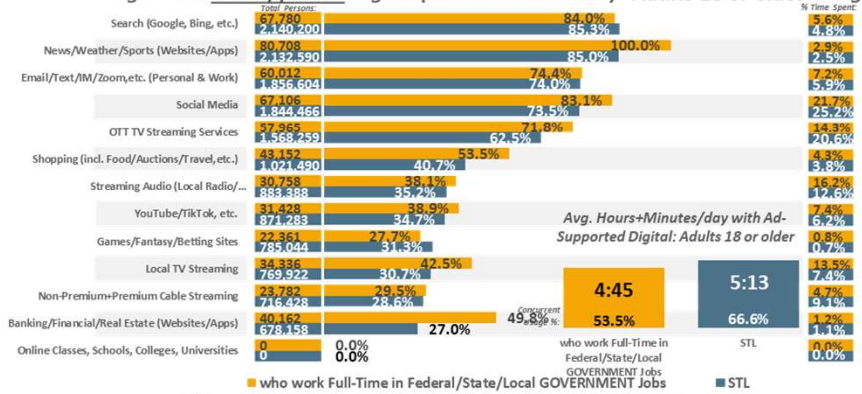


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

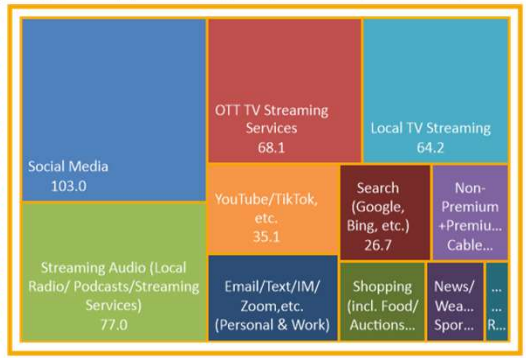


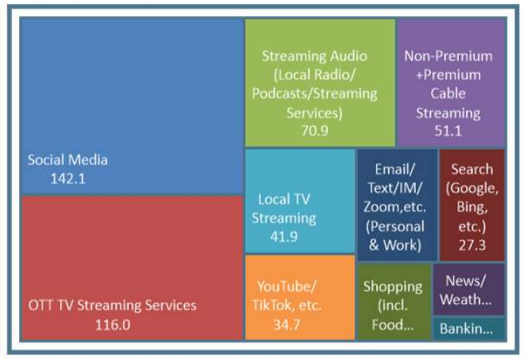


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older





STL DMA Scarborough R2 2024: Feb24-Aug24 Qual Intab 36

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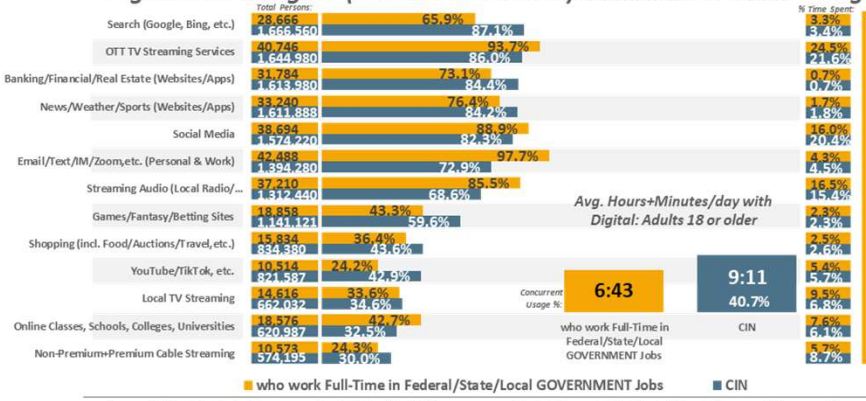
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[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work for the government)]

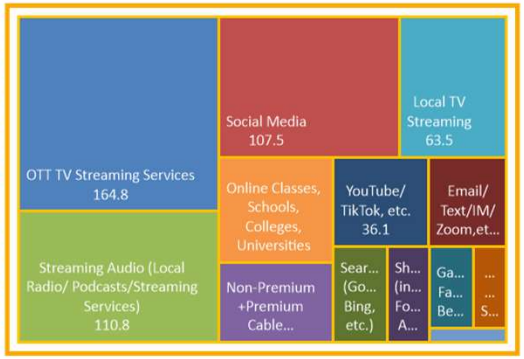
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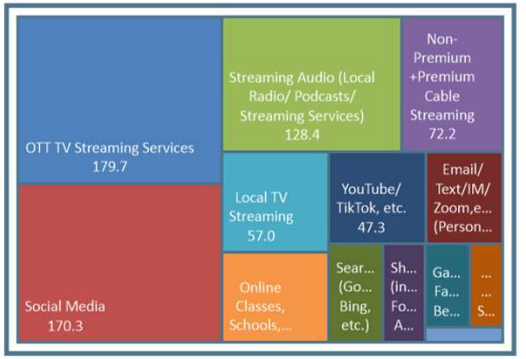
30,316 or 69.7% of Adults 18 or older who work Full-Time in Federal/State/Local GOVERNMENT Jobs use Ad-Supported Social Media for an average of 84.2 minutes every day representing 18.7% of all time spent daily with Ad-Supported Digital Media.

Avg. Week All Digital (Persons & % Reach): Adults 18 or older

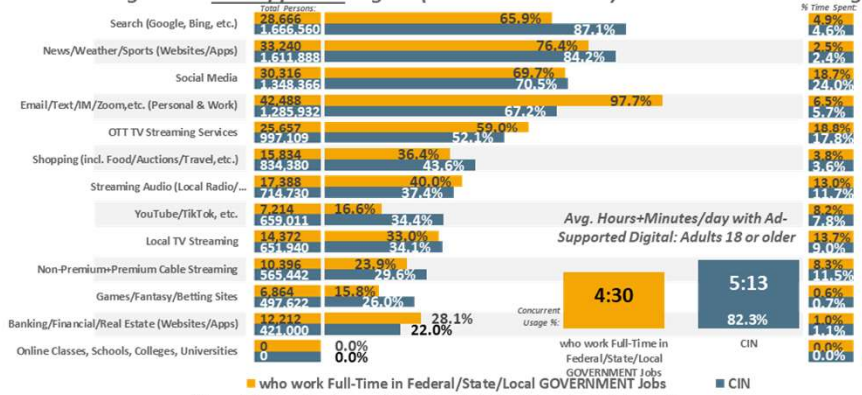


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

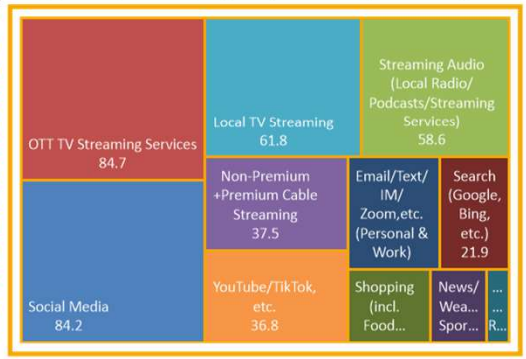


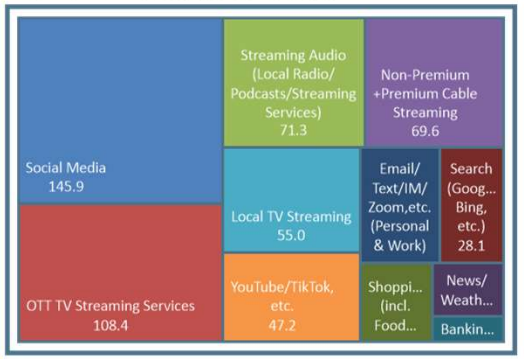


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older





CIN DMA Scarborough R2 2024: Feb24-Aug24 Qual Intab 25

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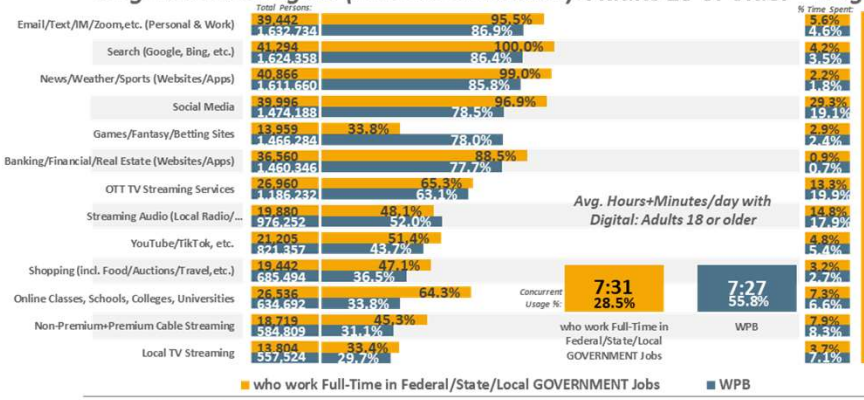
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[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work for the government)]

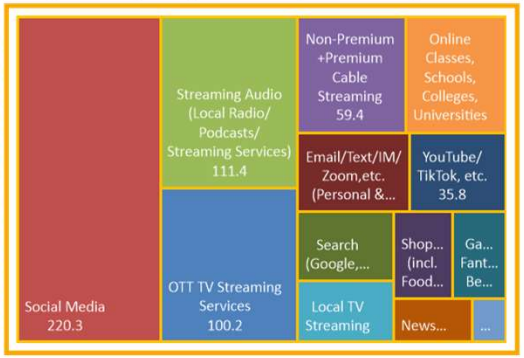


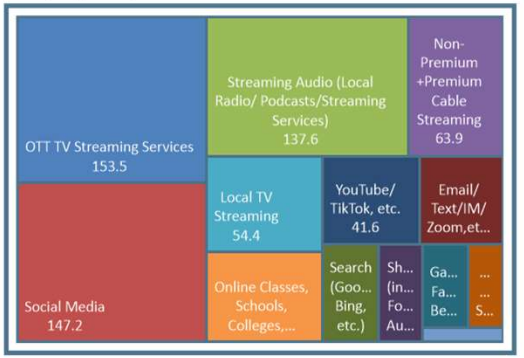
36,874 or 89.3% of Adults 18 or older who work Full-Time in Federal/State/Local GOVERNMENT Jobs use Ad-Supported Social Media for an average of 203.1 minutes every day representing 33.9% of all time spent daily with Ad-Supported Digital Media.

Avg. Week All Digital (Persons & % Reach): Adults 18 or older

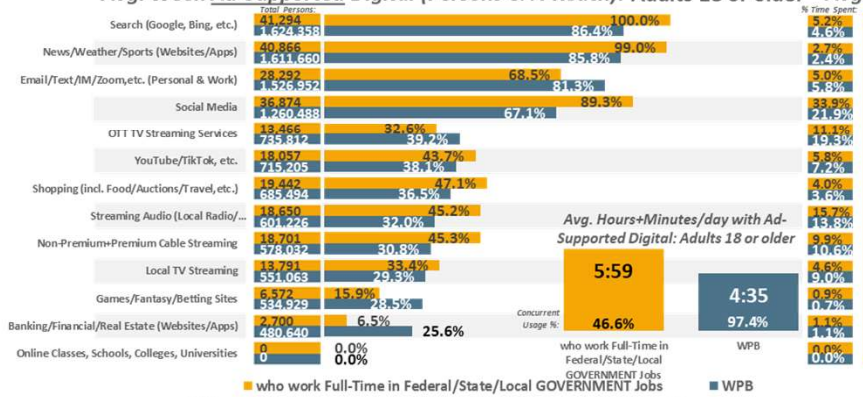


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

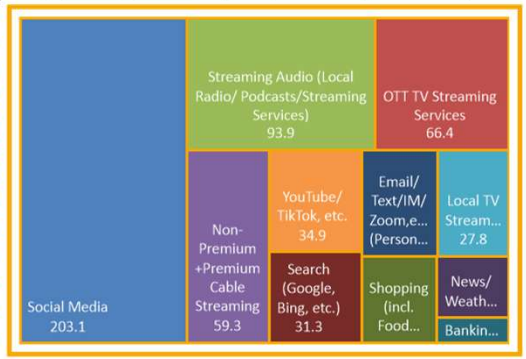


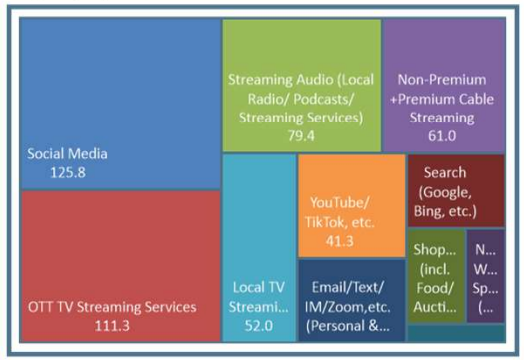


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older





WPB DMA Scarborough R2 2024: Jan24-Aug24 Qual Intab 33

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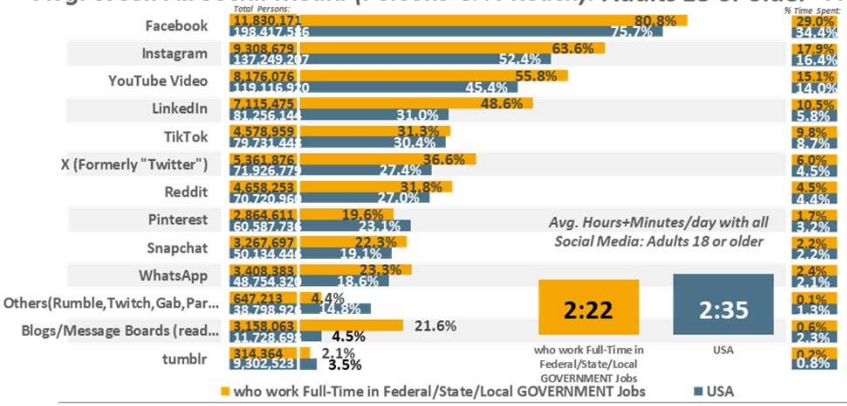
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[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work for the government)]

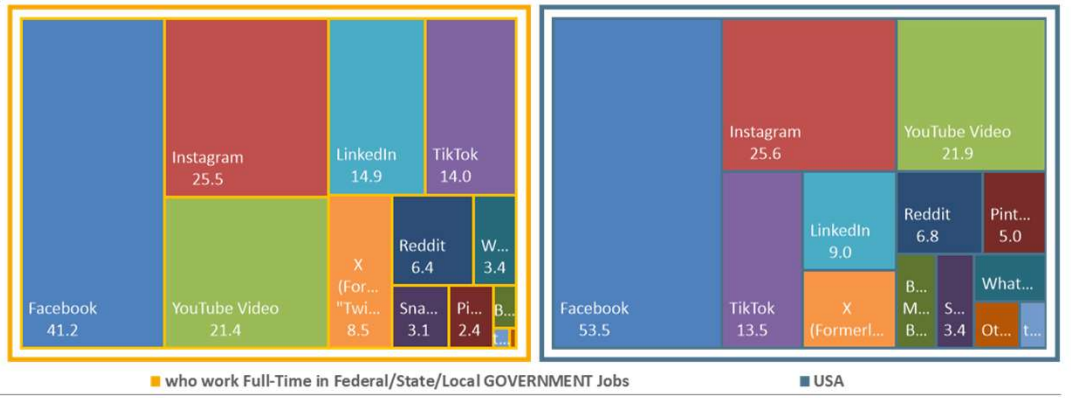


10,442,639 or 71.3% of Adults 18 or older who work Full-Time in Federal/State/Local GOVERNMENT Jobs use Ad-Supported Facebook for an average of 38.3 minutes every day representing 31.7% of all time spent daily with Ad-Supported Social Media.

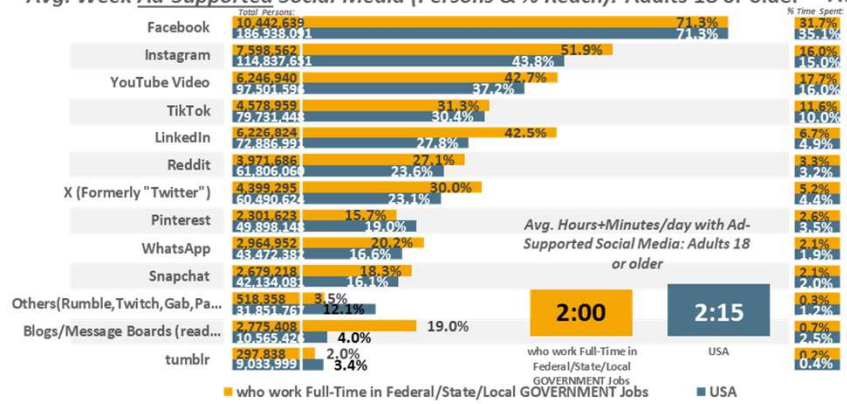
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



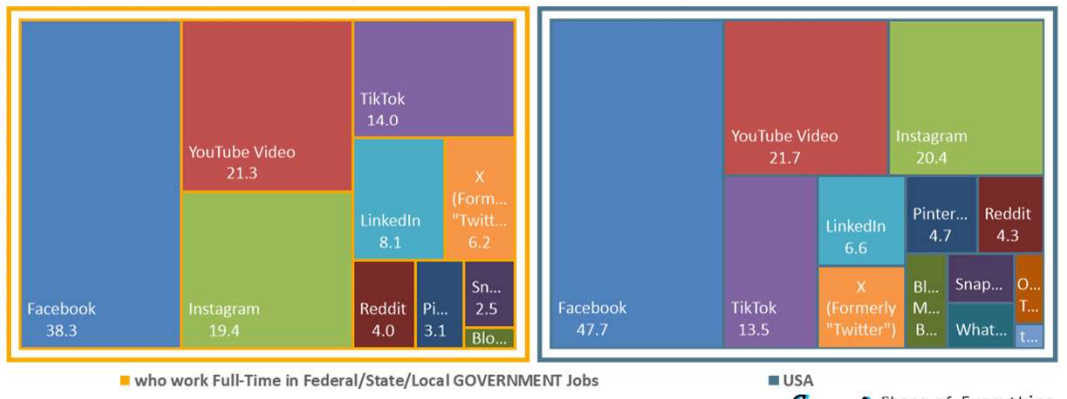
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



USA USA Projection Scarborough R1 2024: Jan24-Sep24 Qual Intab 729

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USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 11,648

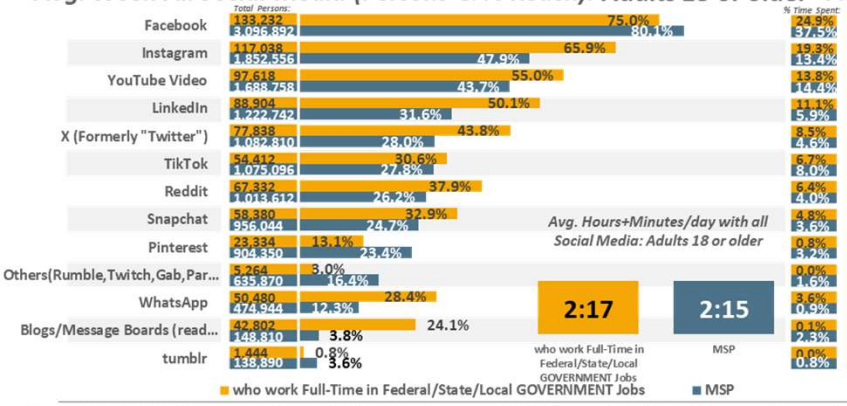
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[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work for the government)]

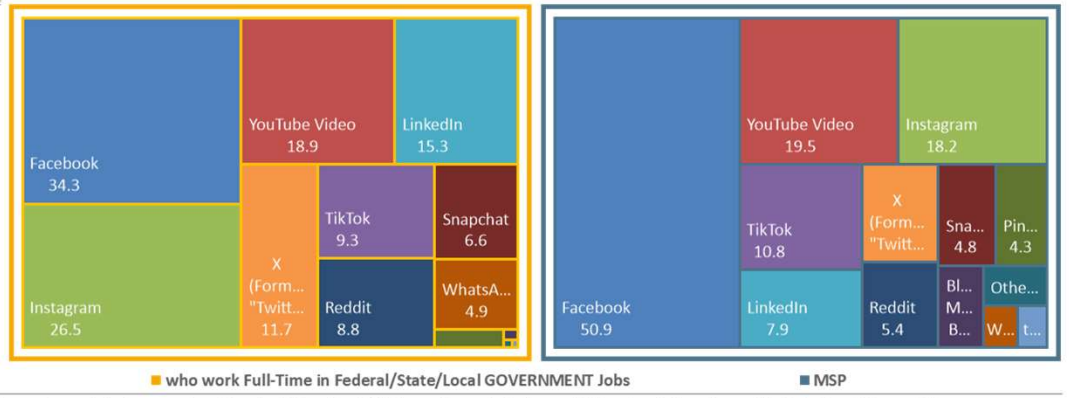
MSP

103,194 or 58.1% of Adults 18 or older who work Full-Time in Federal/State/Local GOVERNMENT Jobs use Ad-Supported Facebook for an average of 32. minutes every day representing 30.% of all time spent daily with Ad-Supported Social Media.

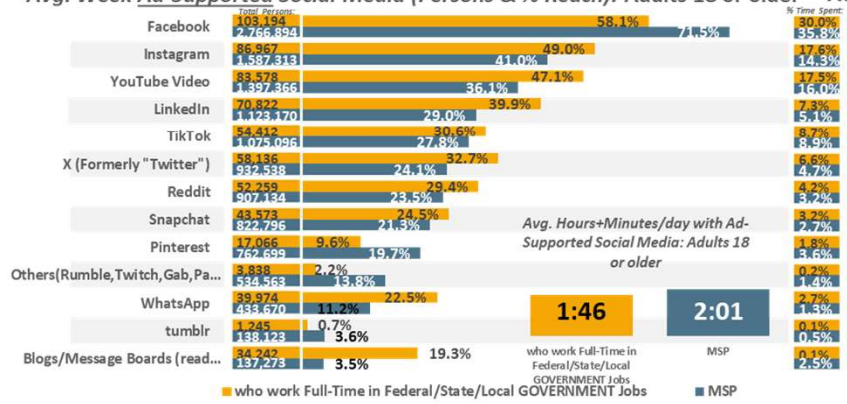
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



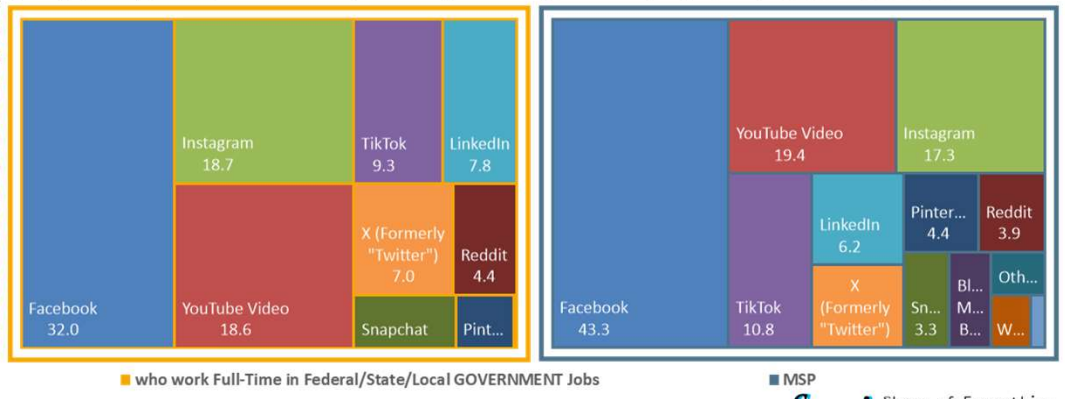
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



MSP DMA Scarborough R2 2024: Feb24-Aug24 Qual Intab 47

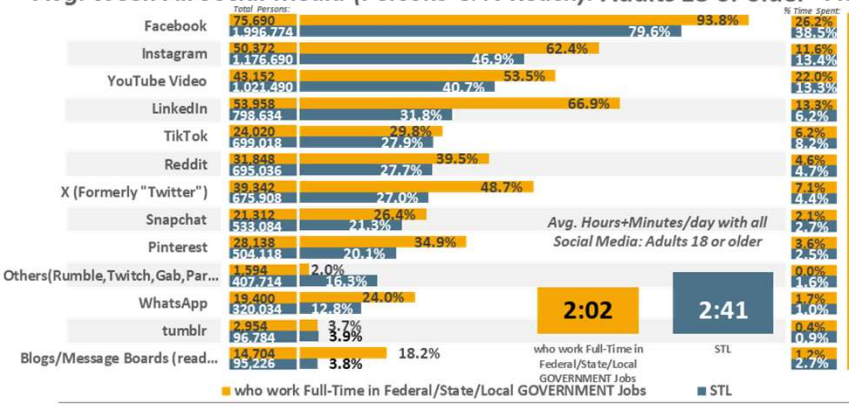
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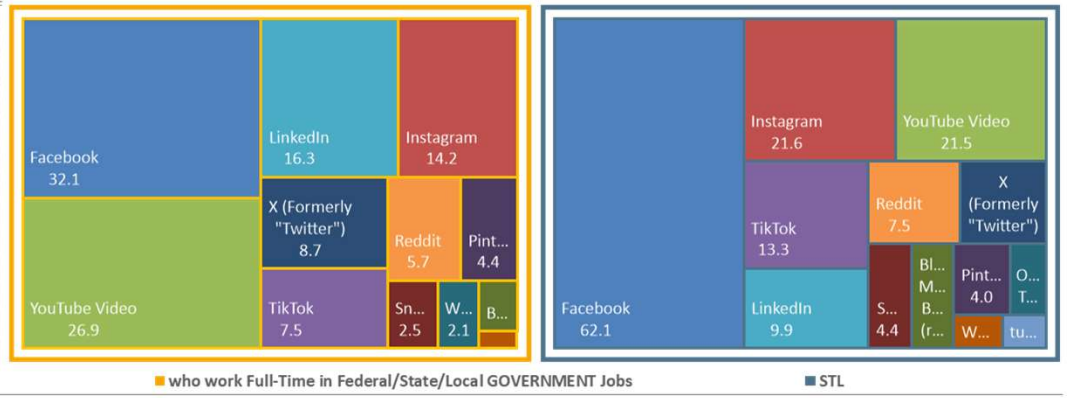
[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work for the government)]

67,106 or 83.1% of Adults 18 or older who work Full-Time in Federal/State/Local GOVERNMENT Jobs use Ad-Supported Facebook for an average of 30. minutes every day representing 29.1% of all time spent daily with Ad-Supported Social Media.

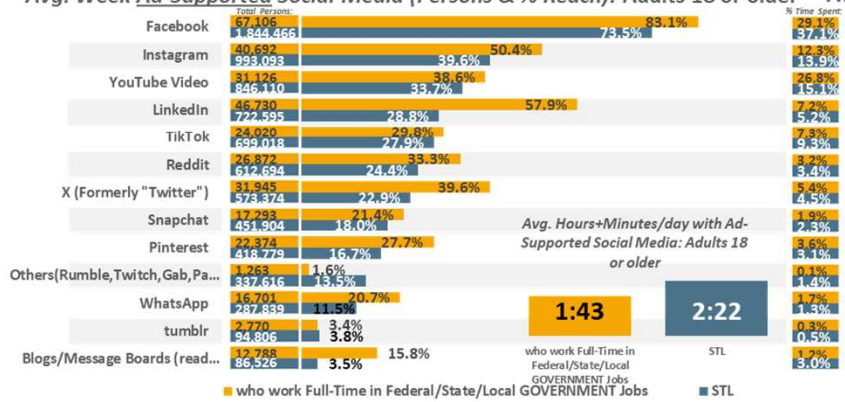
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



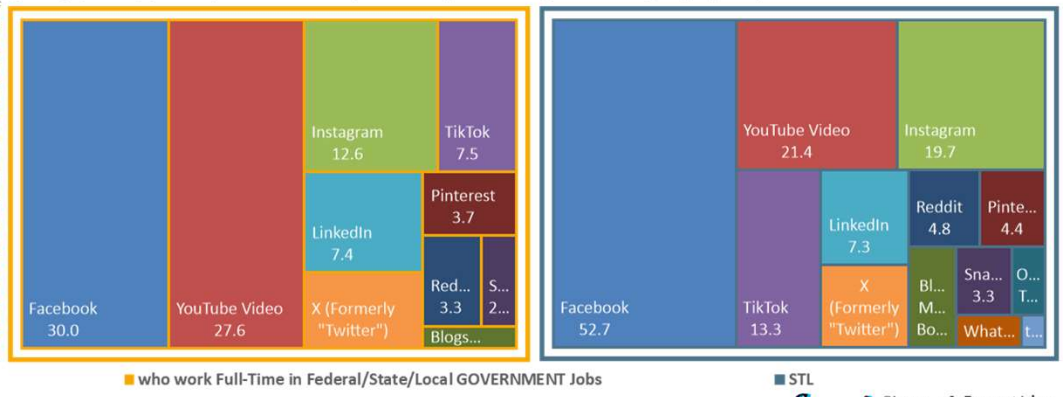
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week <u>Ad-Supported</u> Social Media (Persons & % Reach): Adults 18 or older



Avg. Day <u>Ad-Supported</u> Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



STL DMA Scarborough R2 2024: Feb24-Aug24 Qual Intab 36

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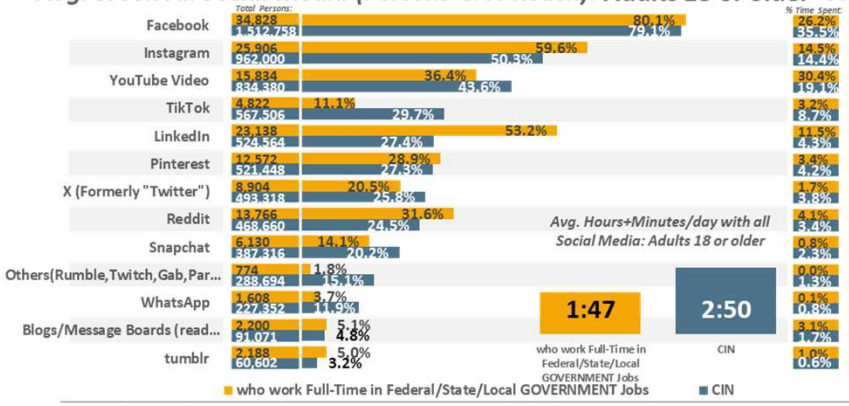
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[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work for the government)]

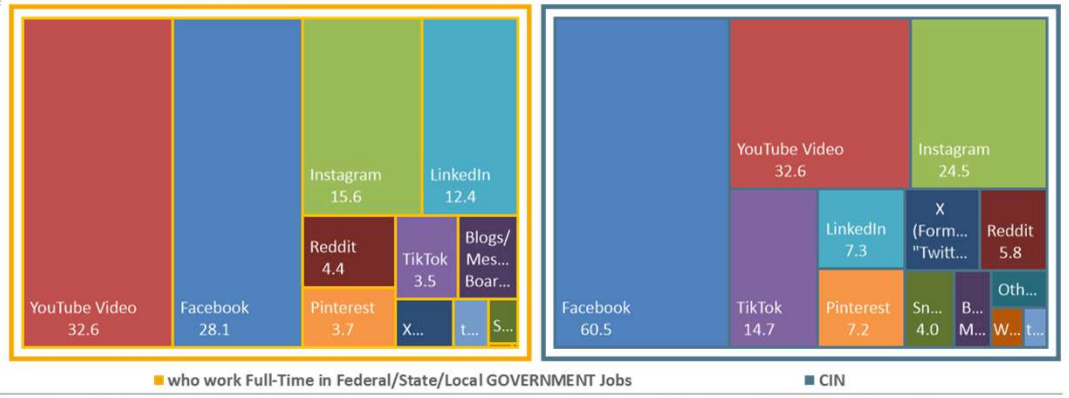
CIN

12,534 or 28.8% of Adults 18 or older who work Full-Time in Federal/State/Local GOVERNMENT Jobs use Ad-Supported YouTube Video for an average of 33.3 minutes every day representing 39.6% of all time spent daily with Ad-Supported Social Media.

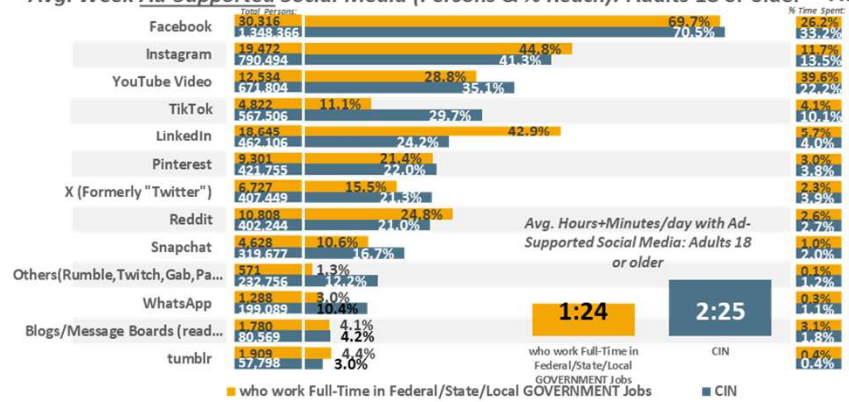
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



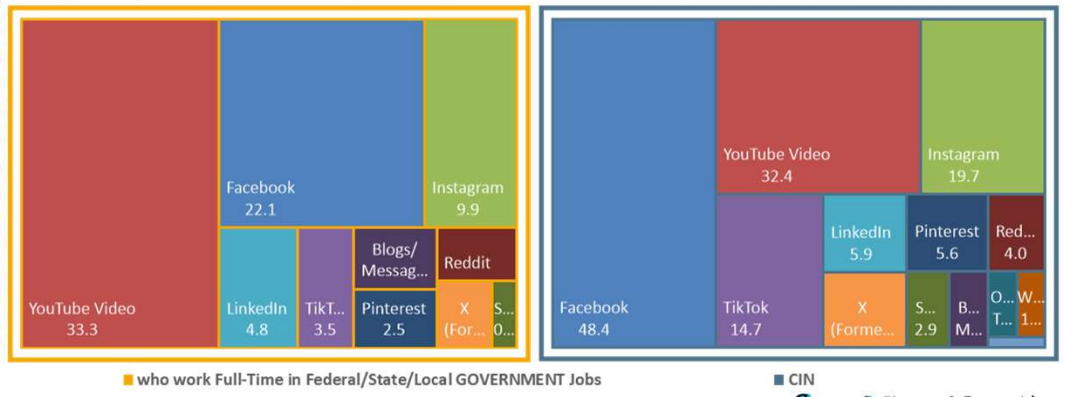
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



CIN DMA Scarborough R2 2024: Feb24-Aug24 Qual Intab 25

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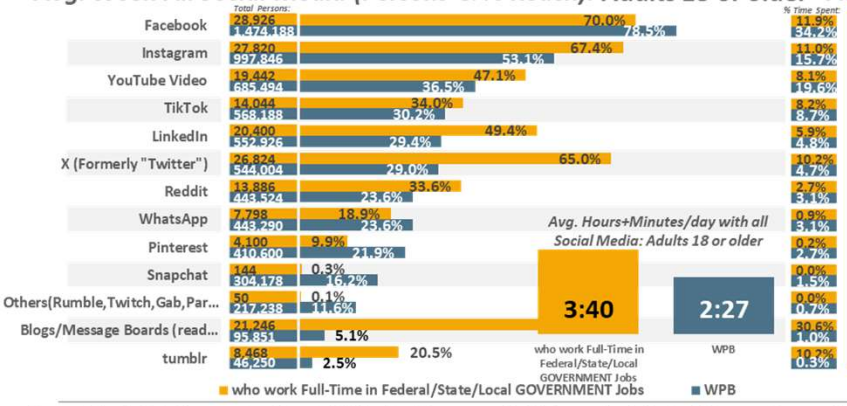
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[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work for the government)]

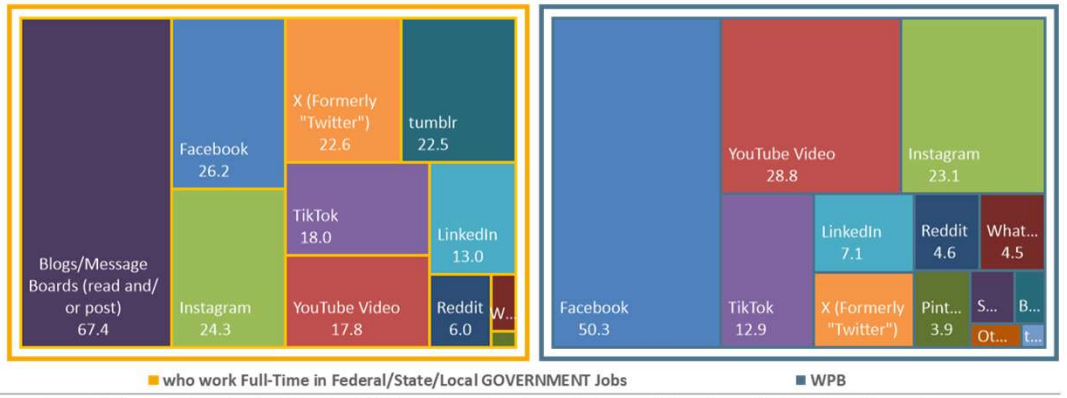


20,231 or 49.% of Adults 18 or older who work Full-Time in Federal/State/Local GOVERNMENT Jobs use Ad-Supported Blogs/Message Boards (read and/or post) for an average of 67.7 minutes every day representing 33.3% of all time spent daily with Ad-Supported S

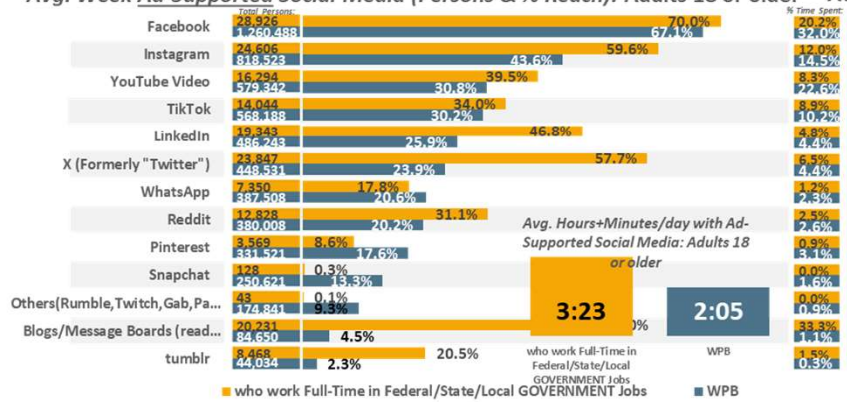
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



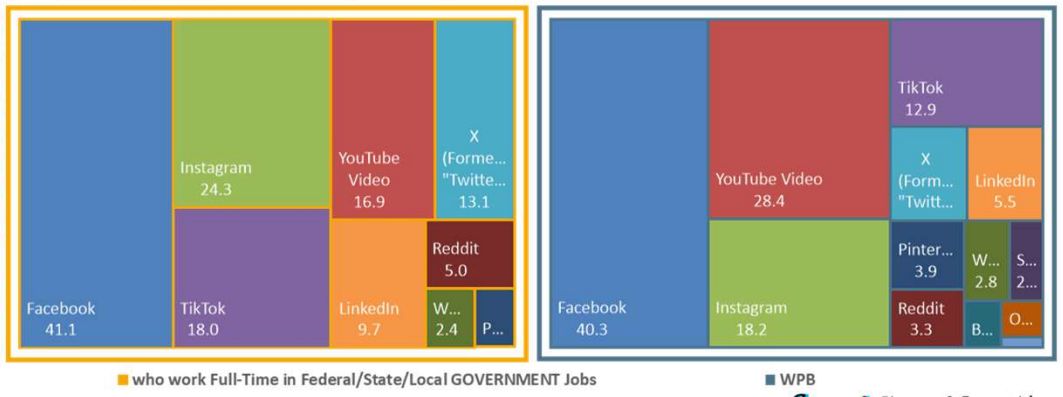
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

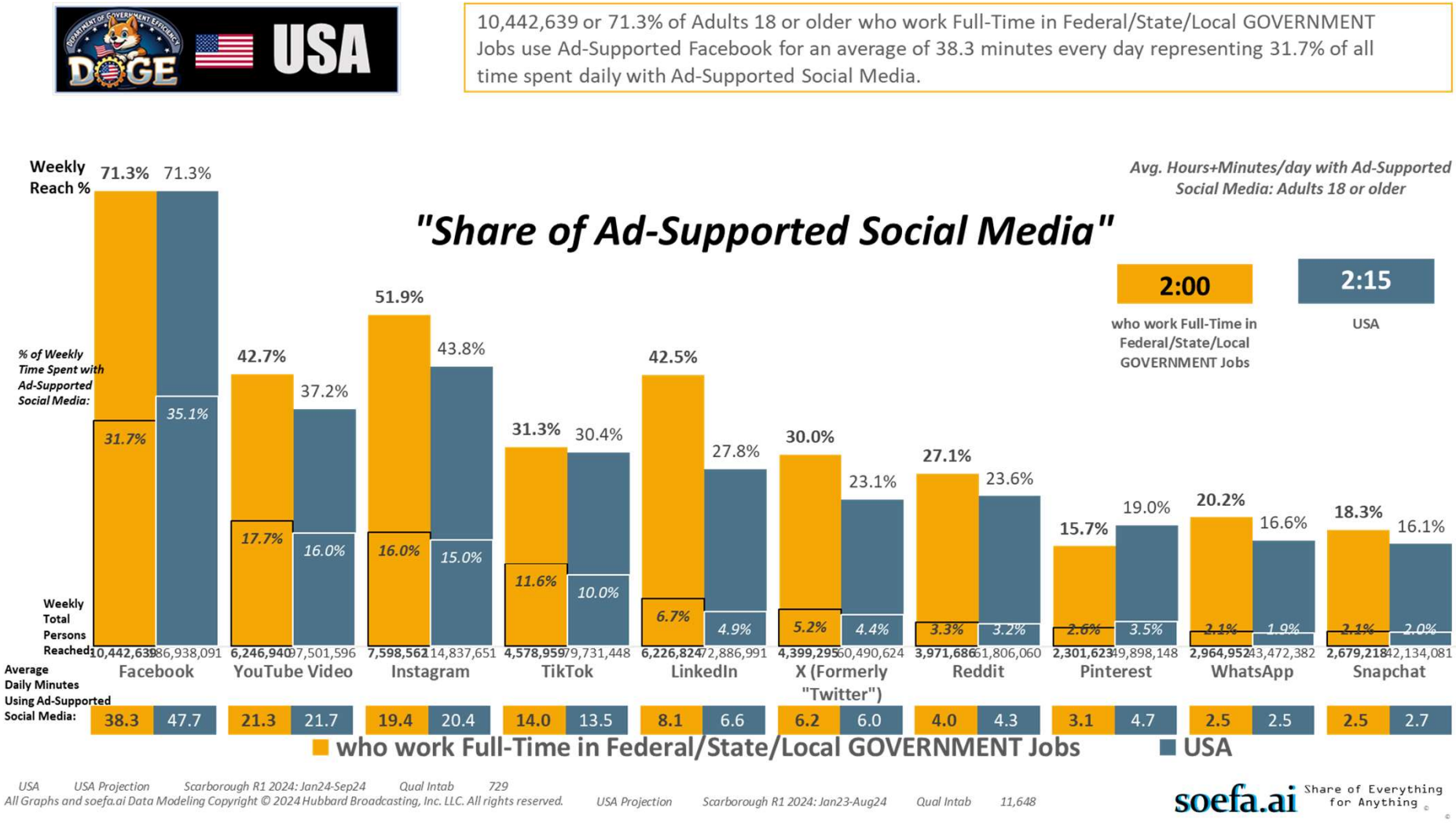


WPB DMA Scarborough R2 2024: Jan24-Aug24 Qual Intab 33

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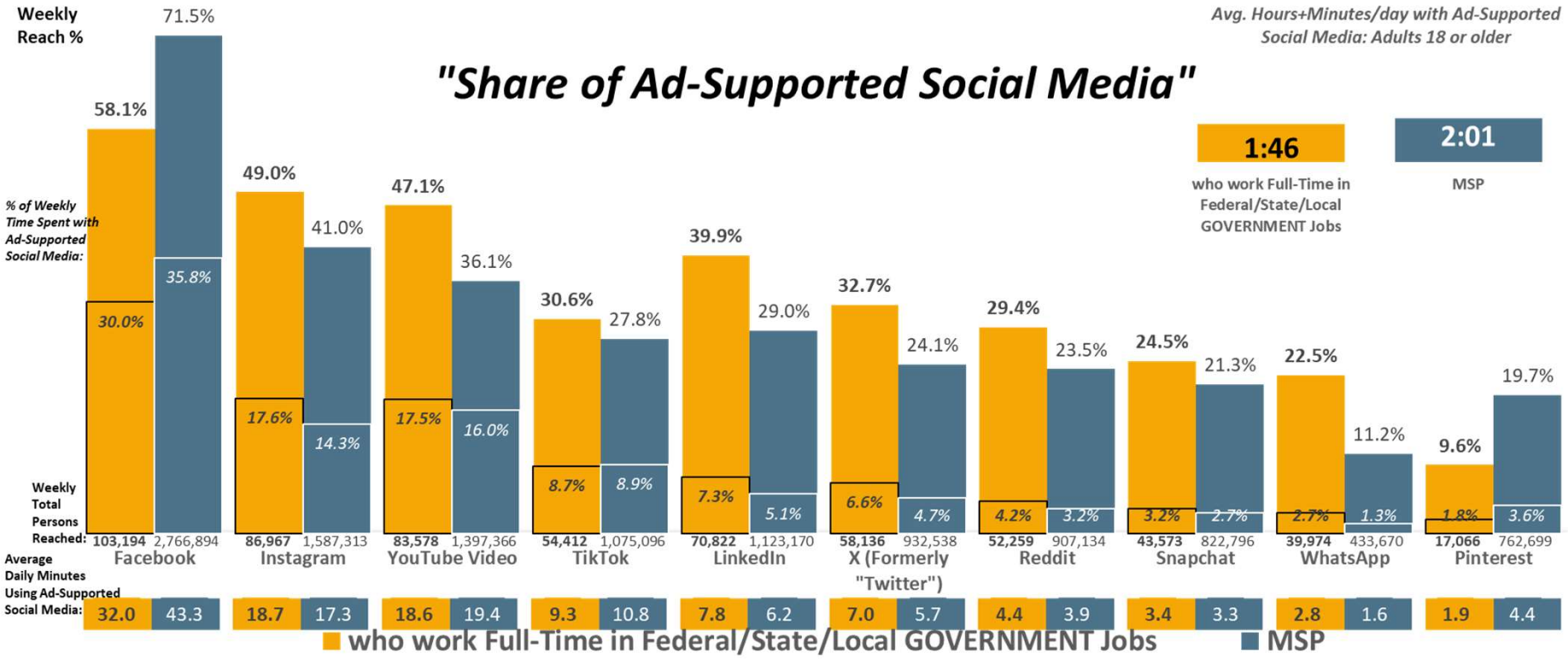
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[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work for the government)]


USA
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Avg. Hours+Minutes/day with Ad-Supported Social Media: Adults 18 or older
"Share of Ad-Supported Social Media"
2:00
who work Full-Time in Federal/State/Local GOVERNMENT Jobs
2:15
USA
Weekly Reach %
% of Weekly Time Spent with Ad-Supported Social Media:
Weekly Total Persons Reached:
Average Daily Minutes Using Ad-Supported Social Media:
Facebook
YouTube Video
Instagram
TikTok
LinkedIn
X (Formerly "Twitter")
Reddit
Pinterest
WhatsApp
Snapchat
who work Full-Time in Federal/State/Local GOVERNMENT Jobs
USA
USA USA Projection Scarborough R1 2024: Jan24-Sep24 Qual Intab 729
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USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 11,648
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MSP

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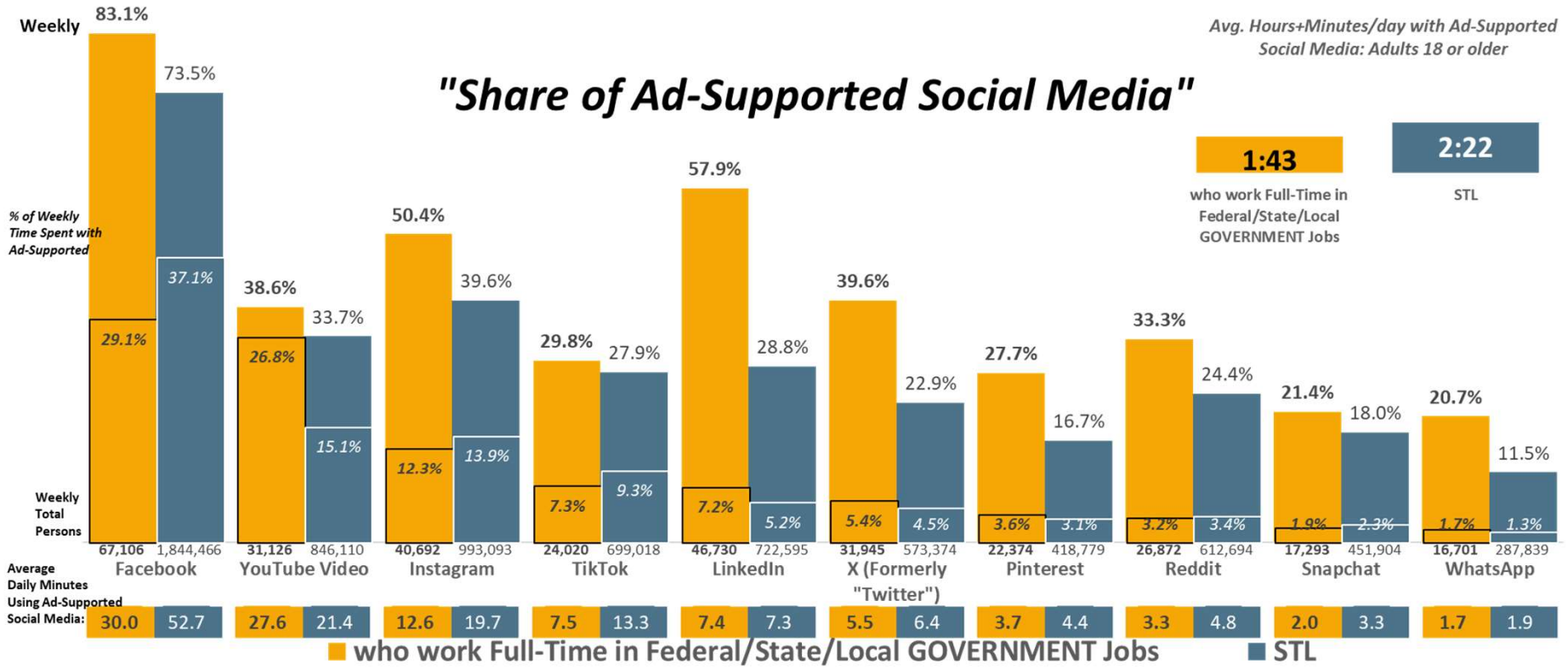
MSP DMA Scarborough R2 2024: Feb24-Aug24 Qual Intab 47 MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Feb24-Aug24 Qual Intab 964

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STL DMA Scarborough R2 2024: Feb24-Aug24 Qual Intab 36 ST. LOUIS DMA Scarborough R2 2024: Feb24-Aug24 Qual Intab 980

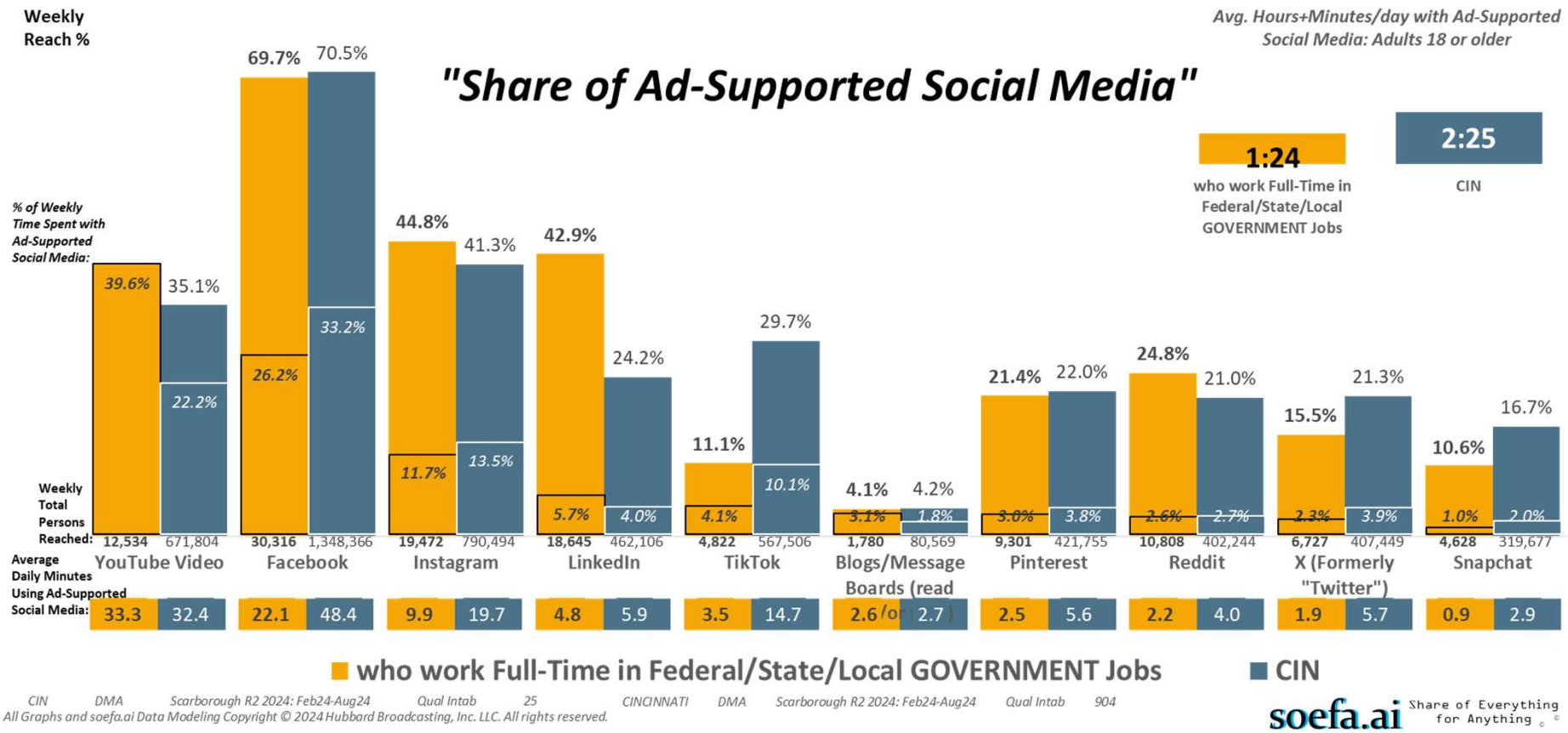
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CIN

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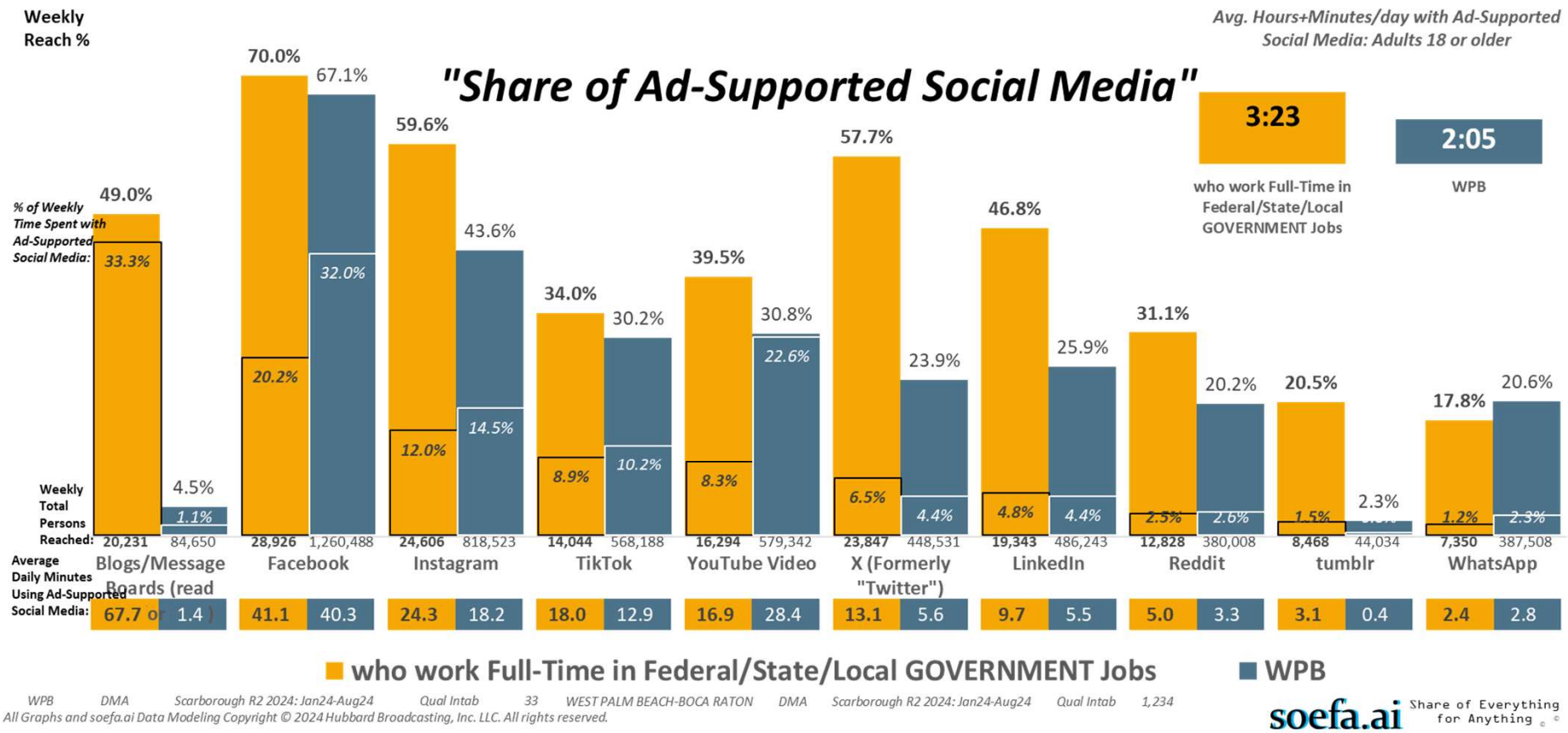
CIN DMA Scarborough R2 2024: Feb24-Aug24 Qual Intab 25 CINCINNATI DMA Scarborough R2 2024: Feb24-Aug24 Qual Intab 904

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WPB DMA Scarborough R2 2024: Jan24-Aug24 Qual Intab 33 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2024: Jan24-Aug24 Qual Intab 1,234

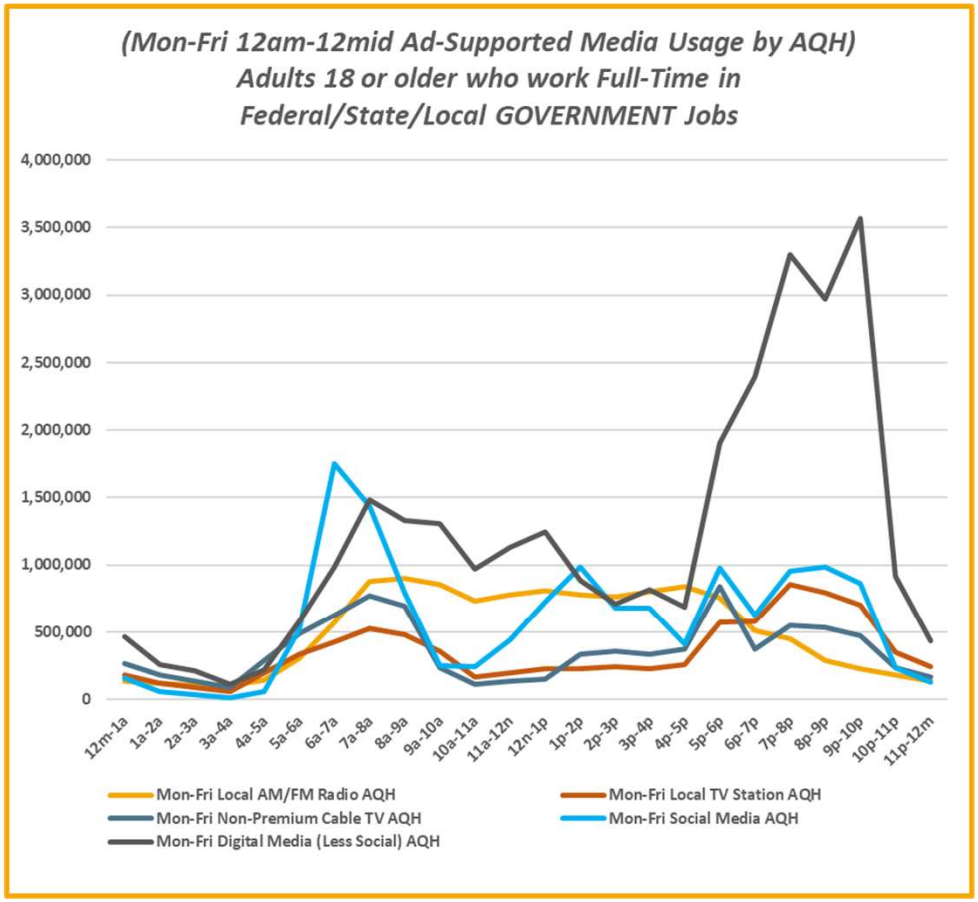
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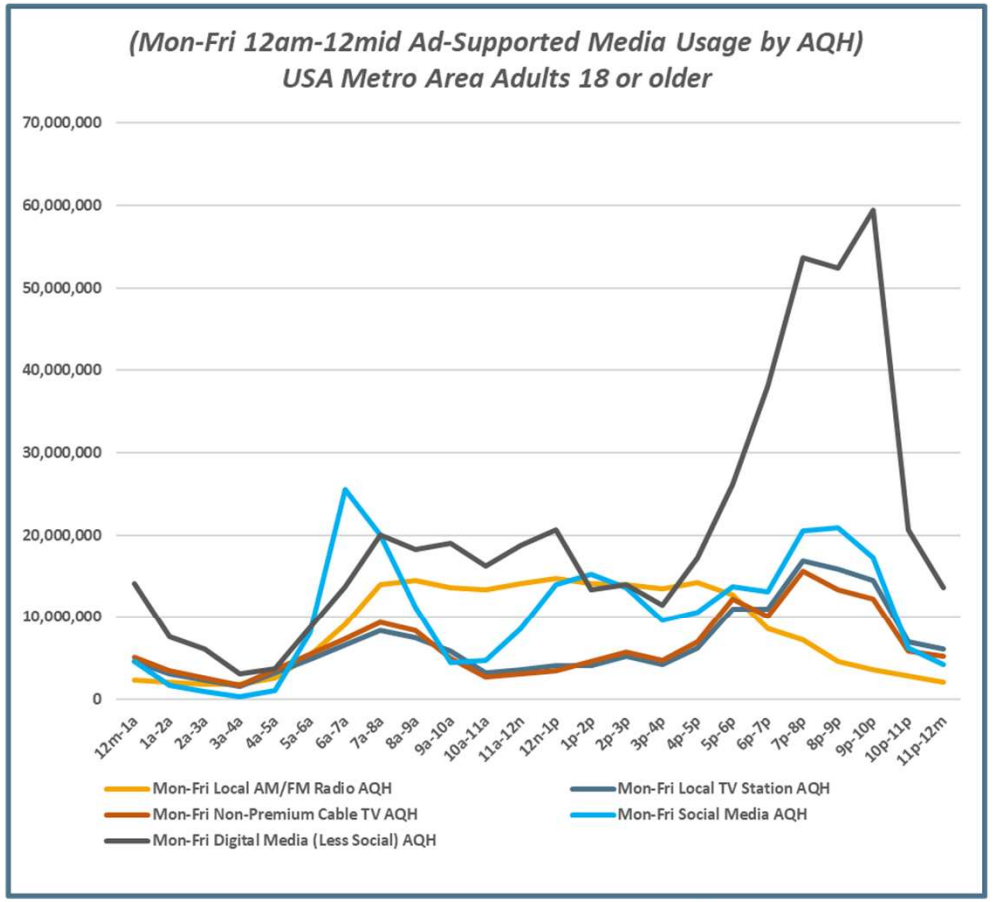
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[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work for the government)]



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 1,218,735; Social Media: 768,821; Local Radio: 766,728; Non-Prem. Cable: 409,967; Local TV: 344,655 reaching Adults 18 or older who work Full-Time in Federal/State/Local





USA USA Projection Scarborough R1 2024: Jan24-Sep24 Qual Intab 729

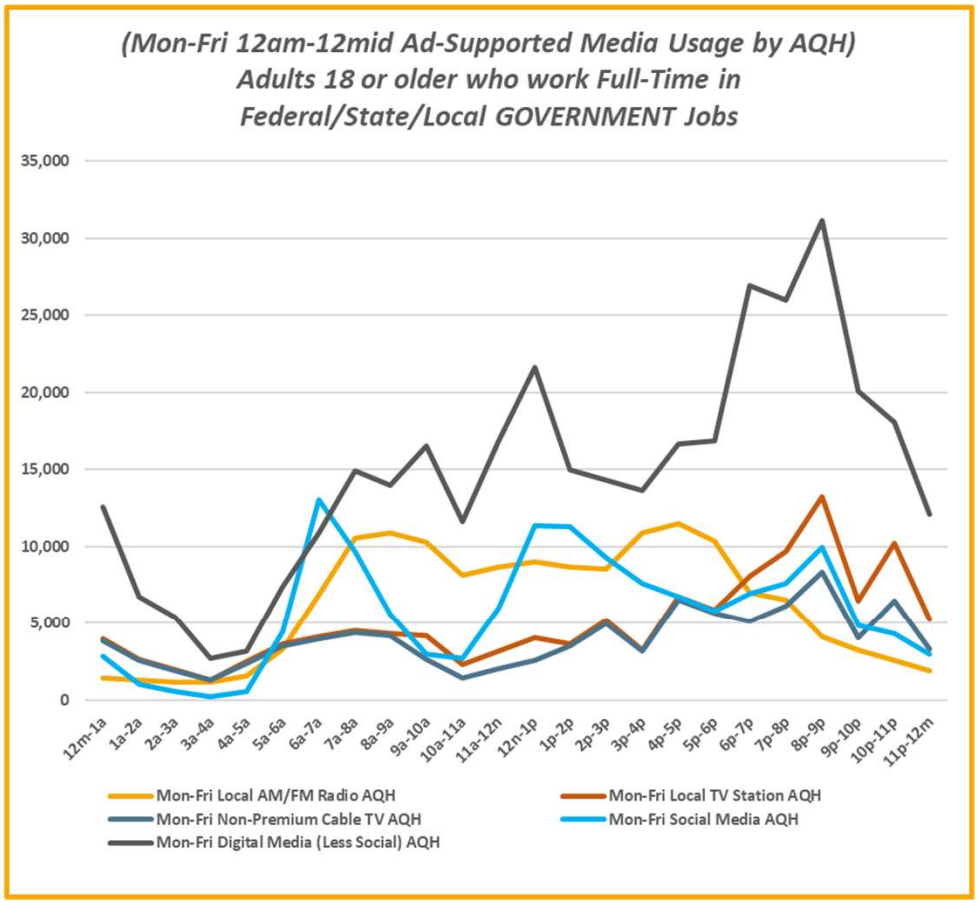
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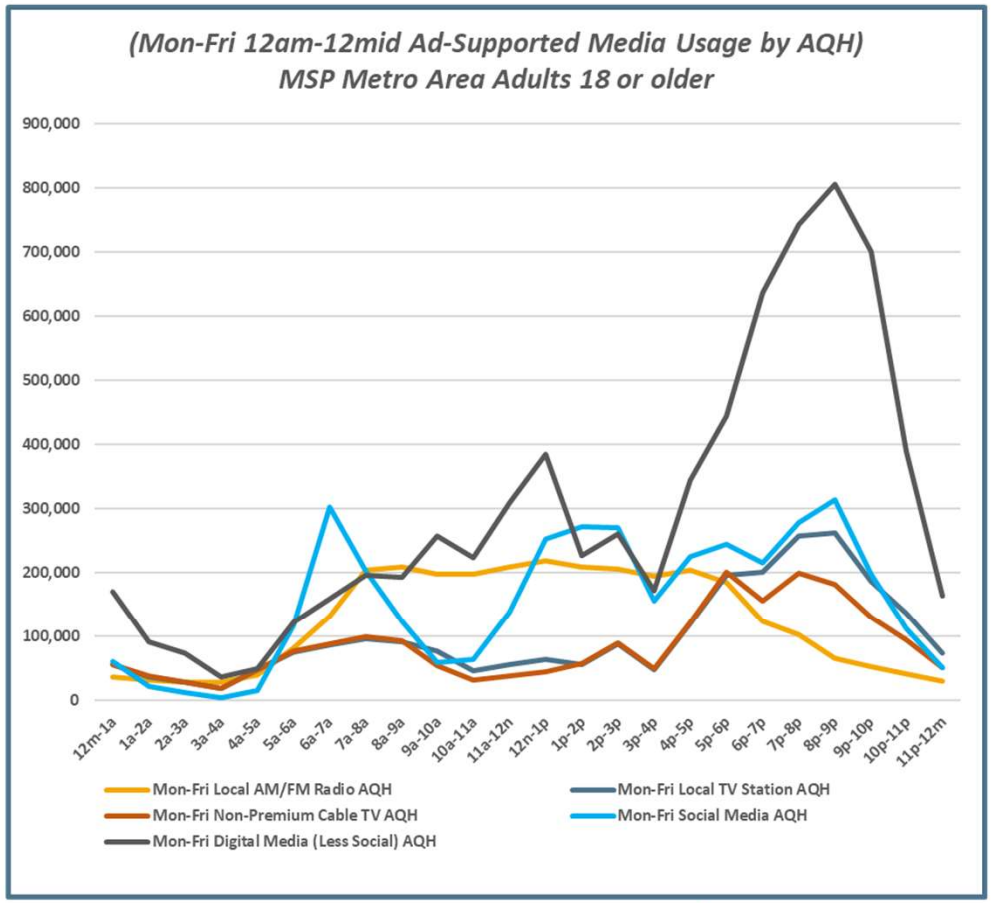
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 11,648

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[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work for the government)]

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 16,141; Local Radio: 9,340; Social Media: 7,613; Local TV: 4,576; Non-Prem. Cable: 3,868 reaching Adults 18 or older who work Full-Time in Federal/State/Local GOVERNMENT



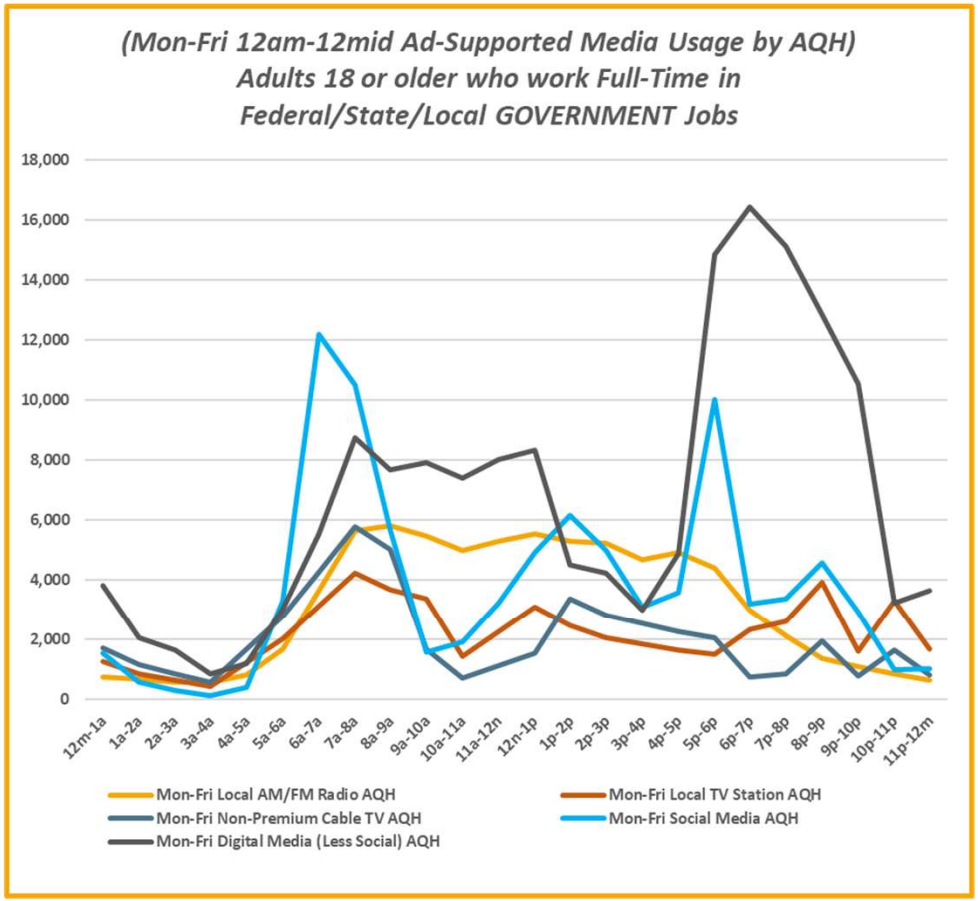


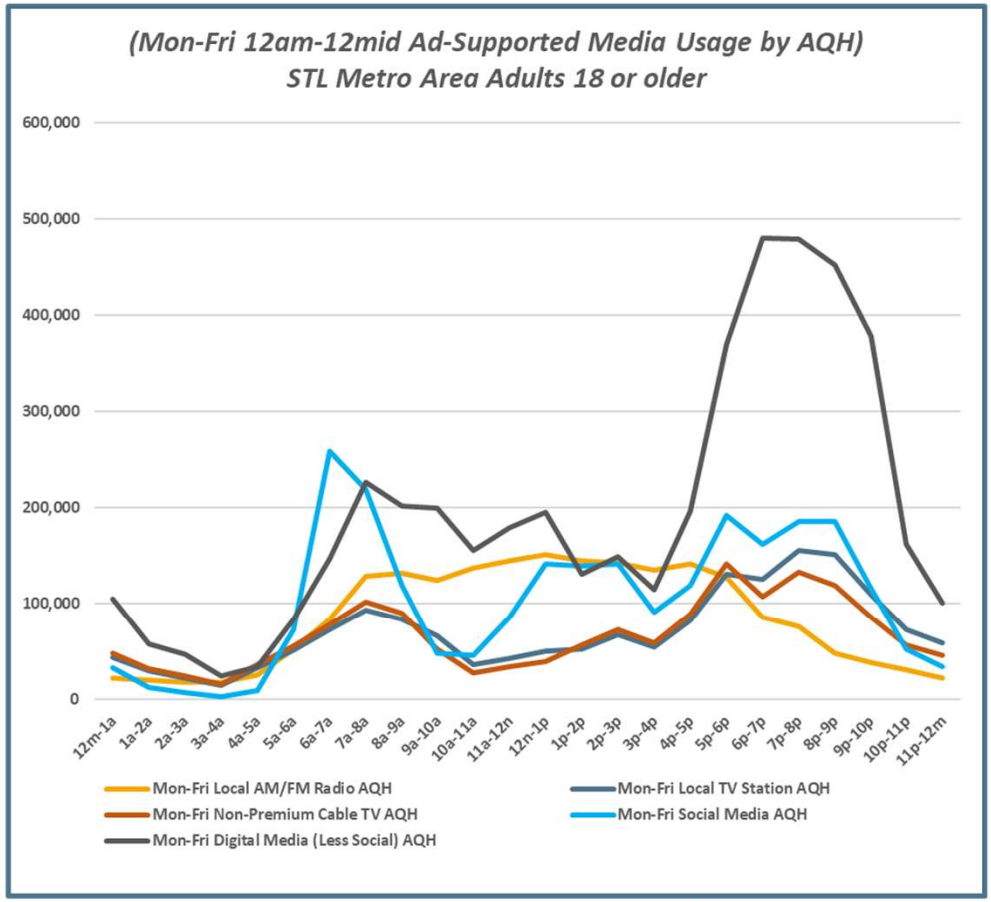
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M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 7,804; Social Media: 5,455; Local Radio: 4,914; Non-Prem. Cable: 2,605; Local TV: 2,540 reaching Adults 18 or older who work Full-Time in Federal/State/Local GOVERNMENT J





STL DMA Scarborough R2 2024: Feb24-Aug24 Qual Intab 36

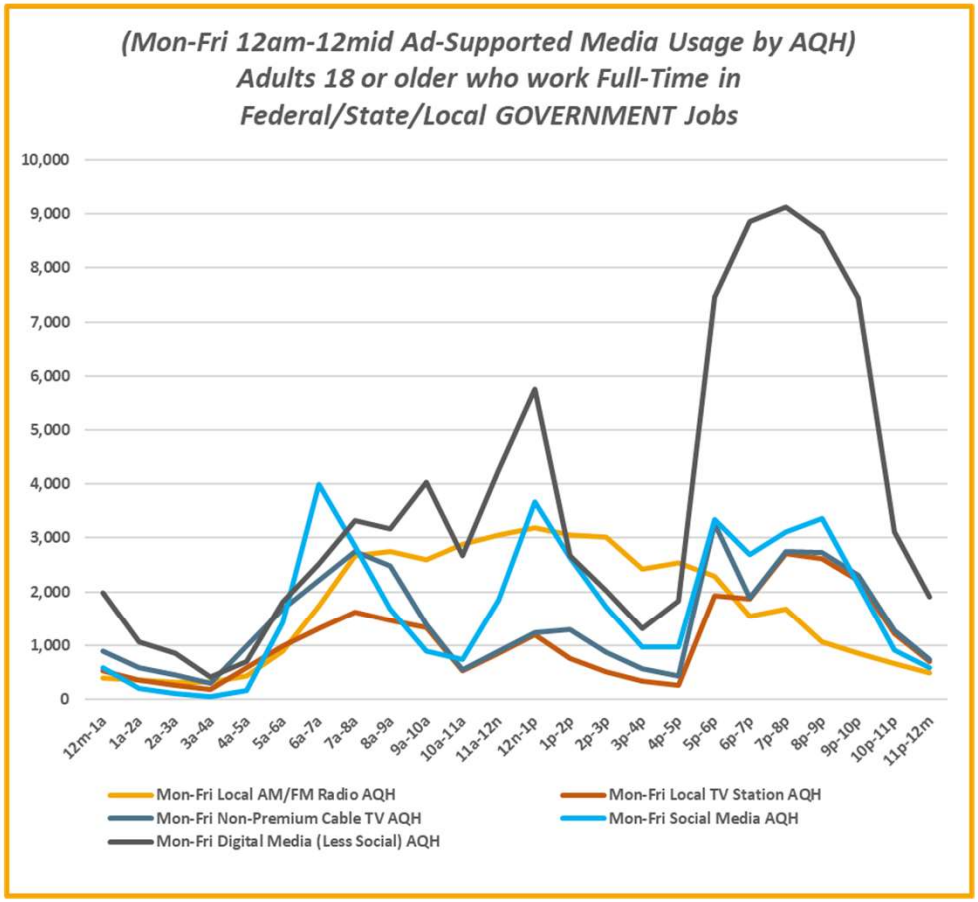
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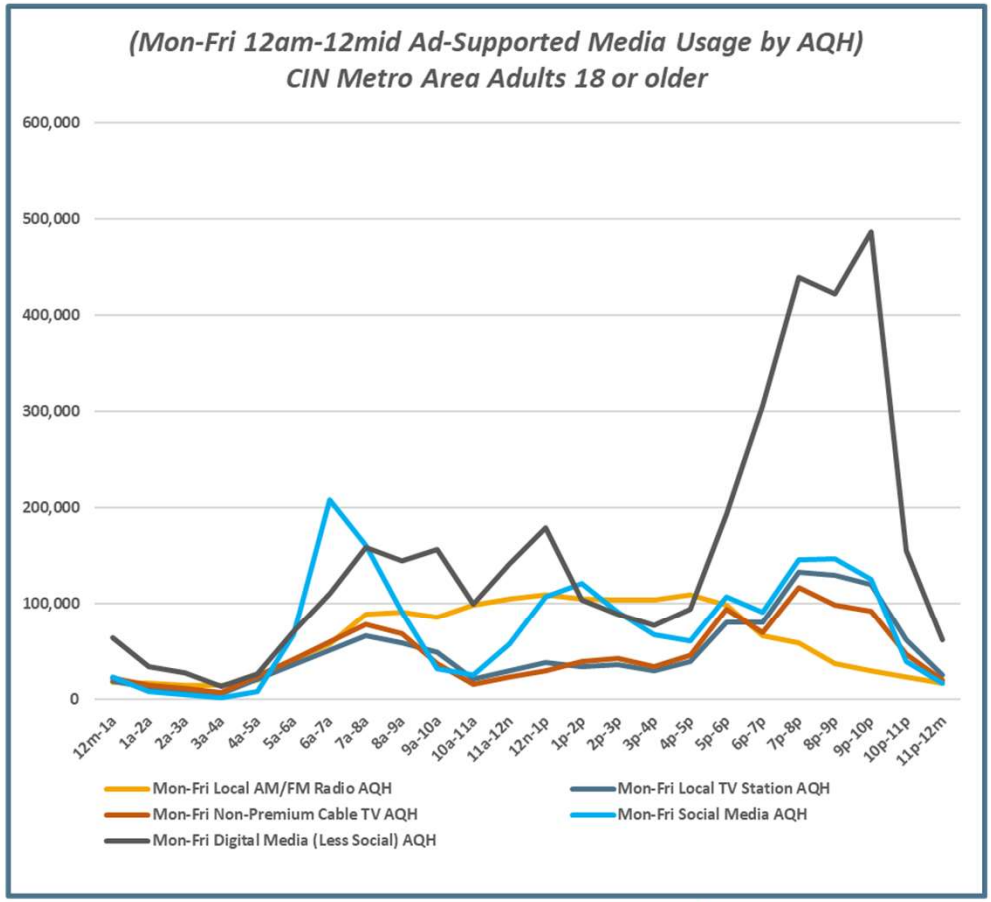
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[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work for the government)]

CIN

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 3,841; Local Radio: 2,594; Social Media: 2,151; Non-Prem. Cable: 1,525; Local TV: 1,074 reaching Adults 18 or older who work Full-Time in Federal/State/Local GOVERNMENT J





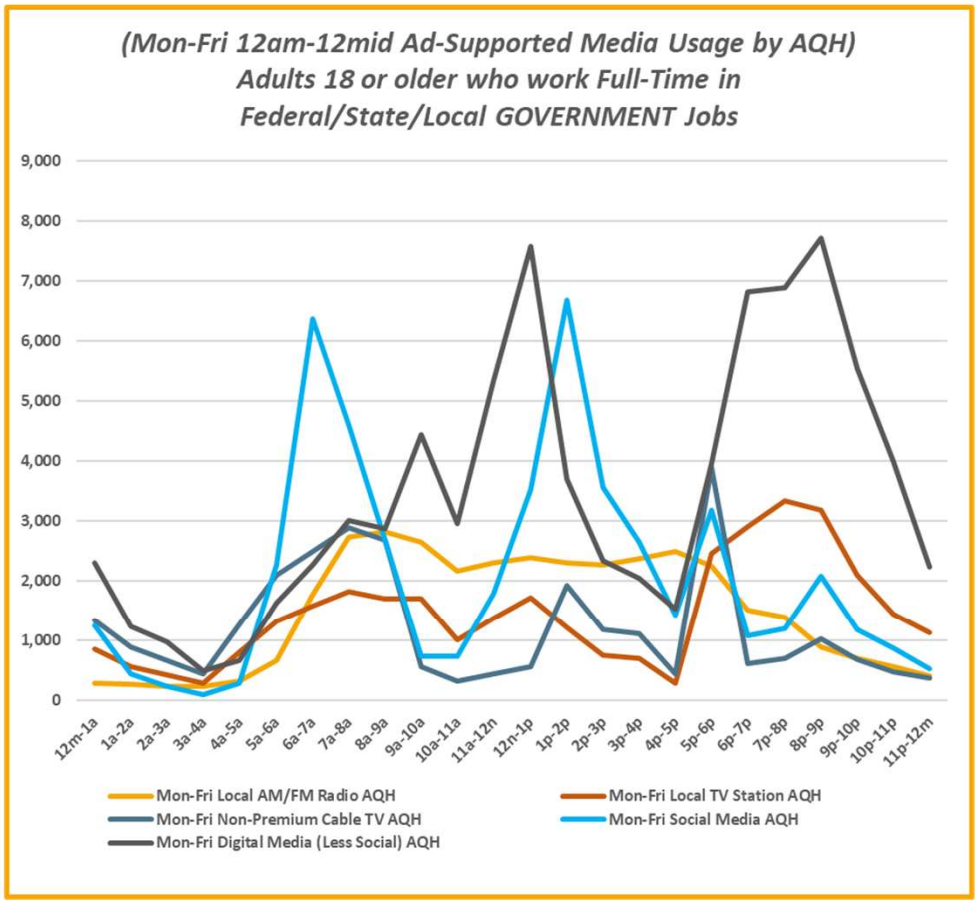
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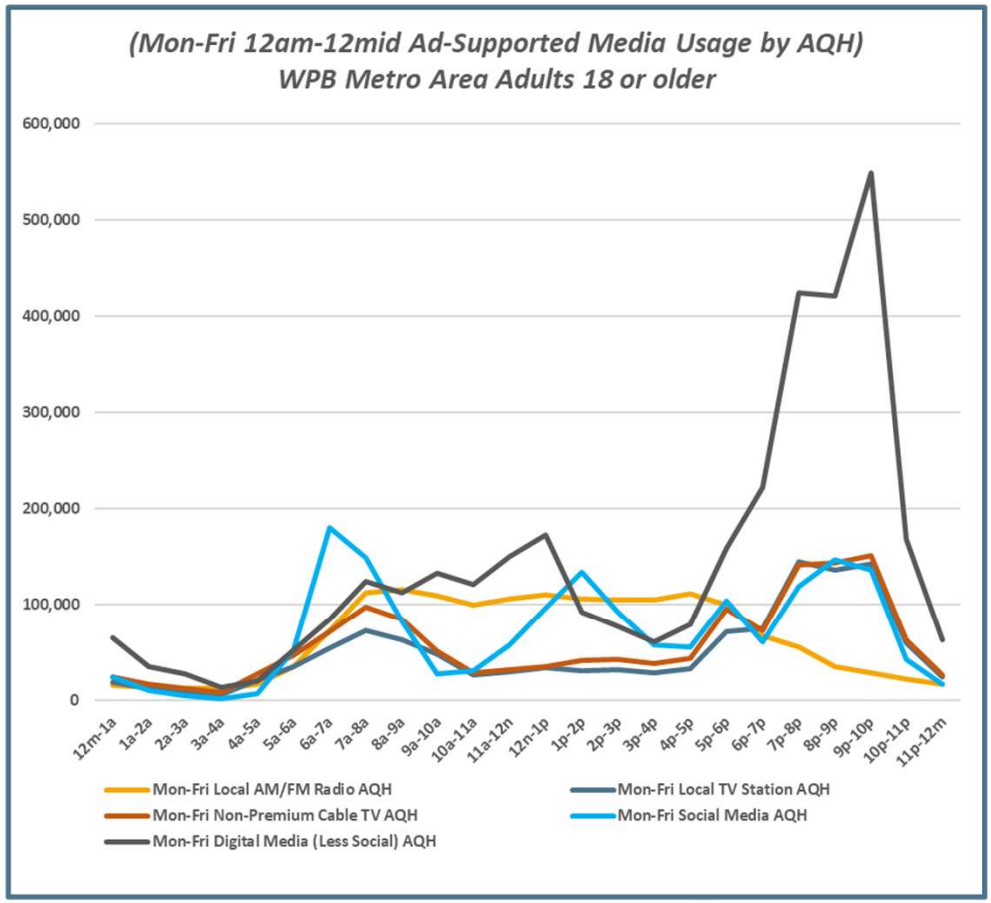
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[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work for the government)]

WPB

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 3,756; Social Media: 2,999; Local Radio: 2,310; Local TV: 1,475; Non-Prem. Cable: 1,470 reaching Adults 18 or older who work Full-Time in Federal/State/Local GOVERNMENT J





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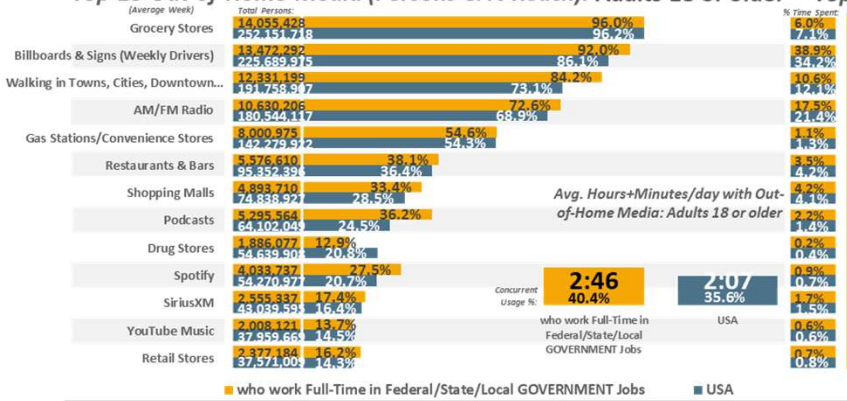
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[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work for the government)]

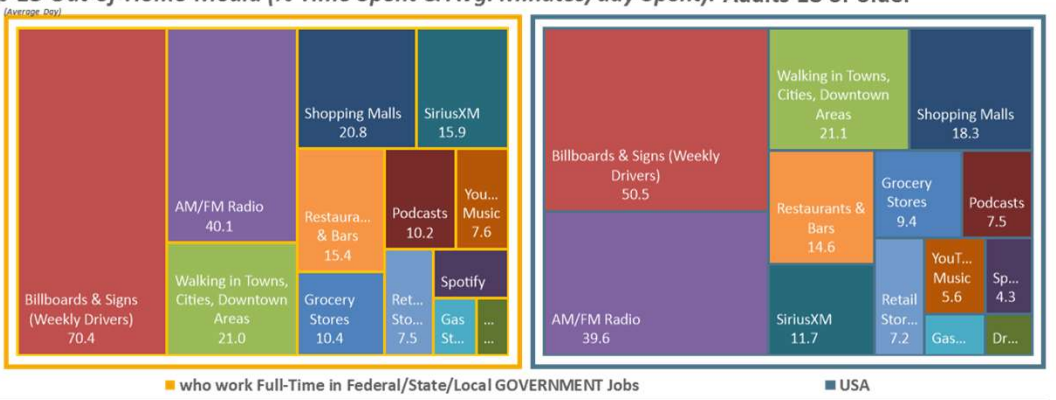


13,472,292 or 92.% of Adults 18 or older who work Full-Time in Federal/State/Local GOVERNMENT Jobs spend an average of 70.4 minutes per day driving, seeing Billboards and Signs. 69.3% Listen to Local Radio Stations Out-of-Home for an average of 36.6 minut

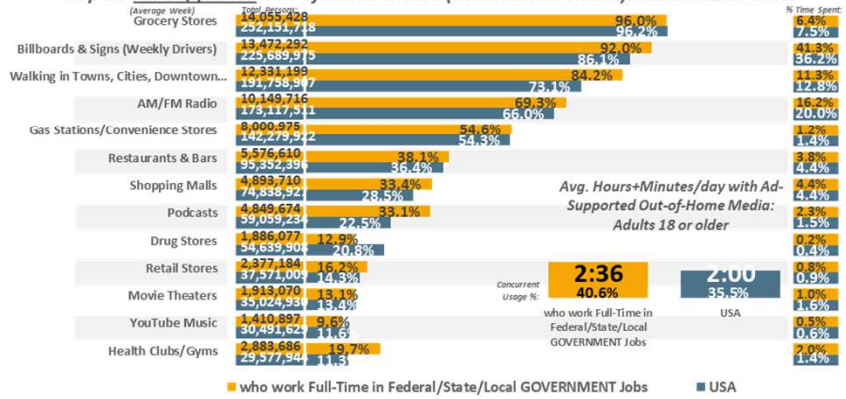
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



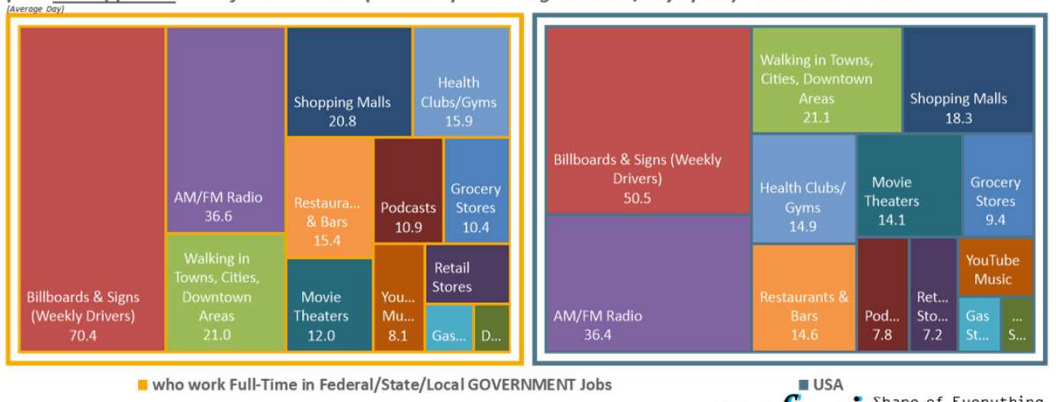
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 18 or older



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



USA USA Projection Scarborough R1 2024: Jan24-Sep24 Qual Intab 729

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USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 11,648

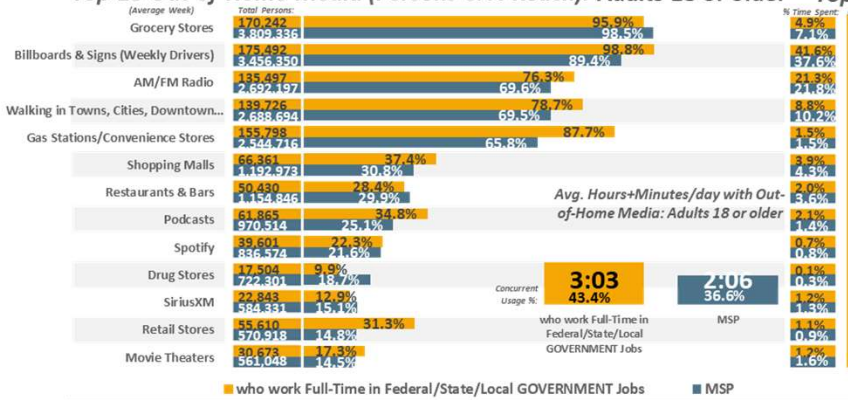
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[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work for the government)]

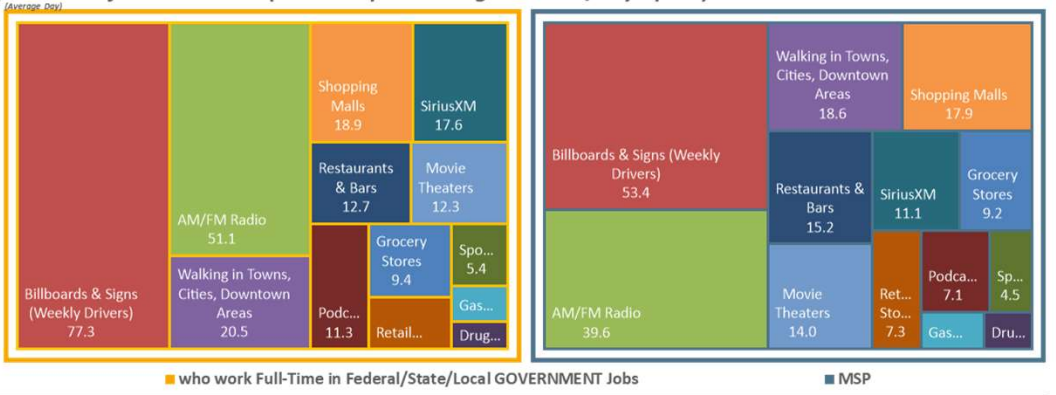
MSP

175,492 or 98.8% of Adults 18 or older who work Full-Time in Federal/State/Local GOVERNMENT Jobs spend an average of 77.3 minutes per day driving, seeing Billboards and Signs. 70.5% Listen to Local Radio Stations Out-of-Home for an average of 45.6 minutes

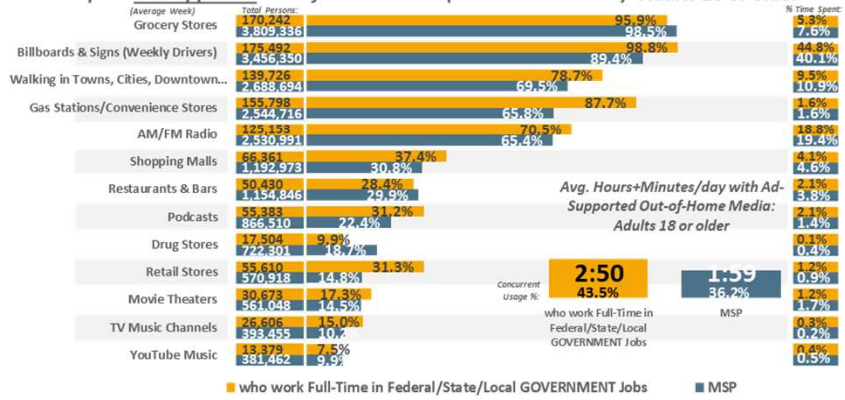
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



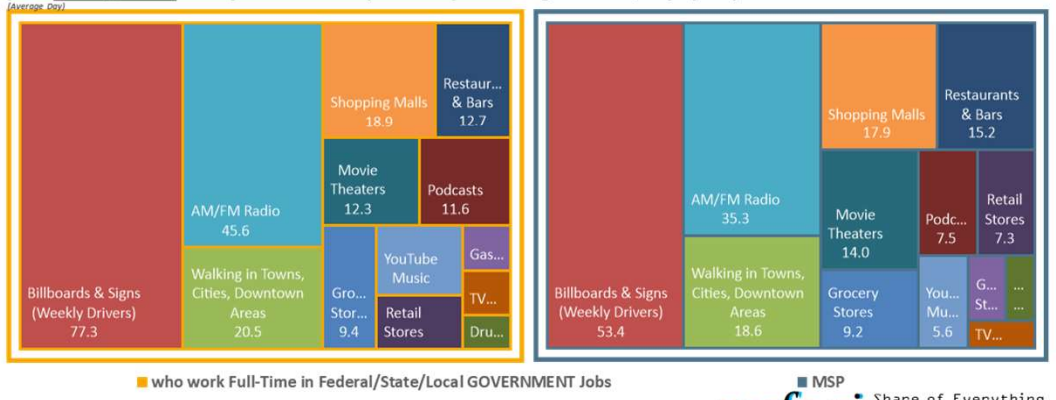
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 18 or older



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



MSP DMA Scarborough R2 2024: Feb24-Aug24 Qual Intab 47

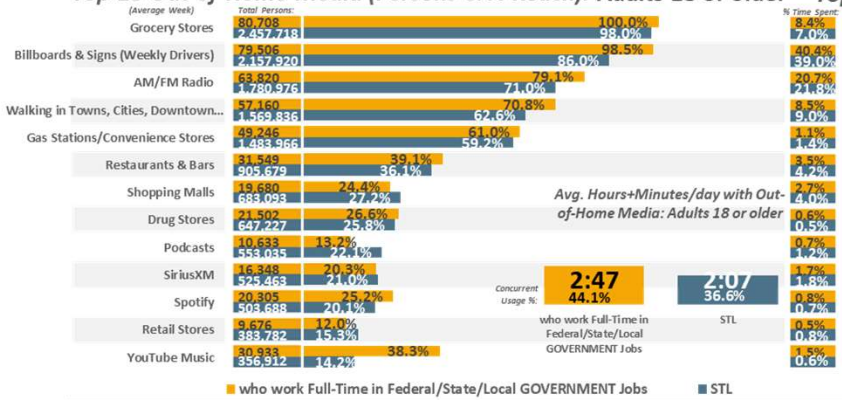
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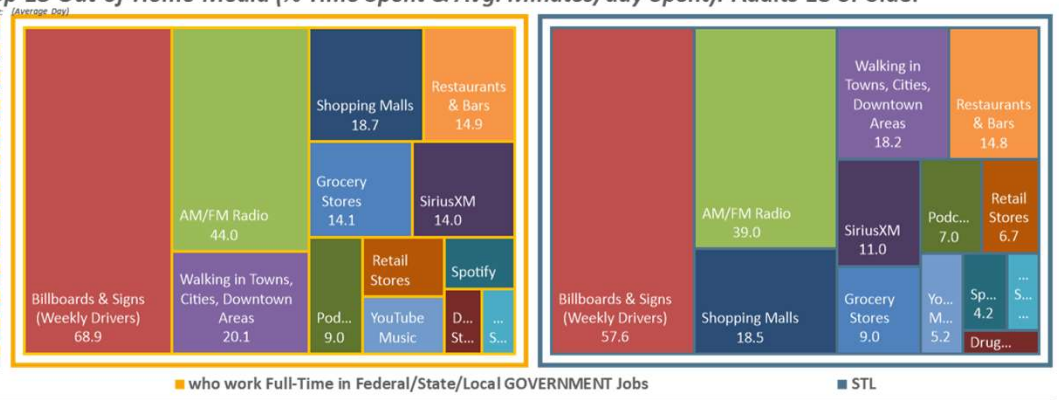
[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work for the government)]

79,506 or 98.5% of Adults 18 or older who work Full-Time in Federal/State/Local GOVERNMENT Jobs spend an average of 68.9 minutes per day driving, seeing Billboards and Signs. 77.7% Listen to Local Radio Stations Out-of-Home for an average of 42.2 minutes/

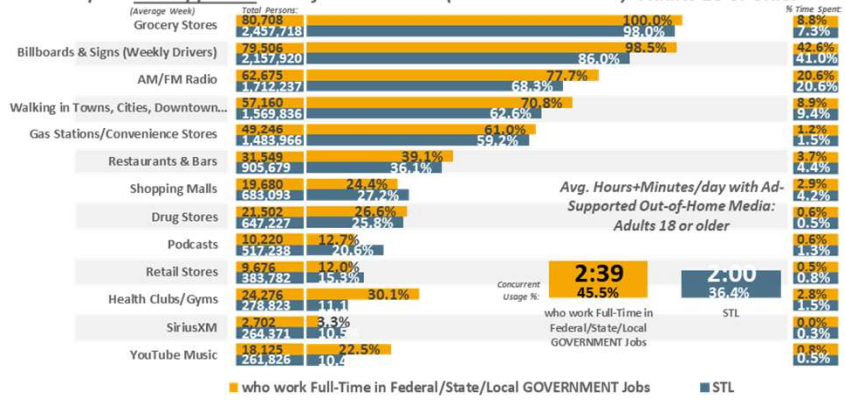
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



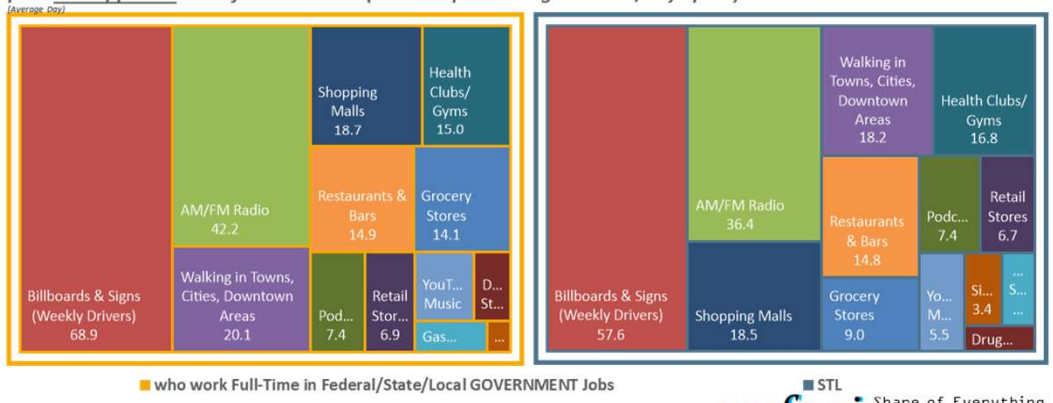
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 18 or older



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



STL DMA Scarborough R2 2024: Feb24-Aug24 Qual Intab 36

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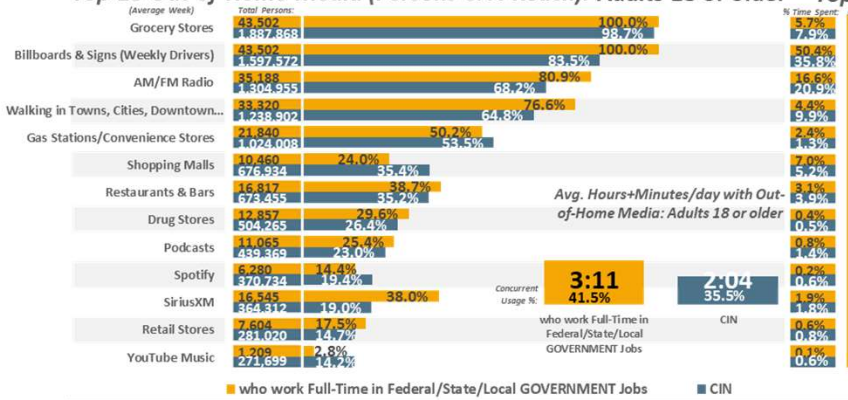
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[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work for the government)]

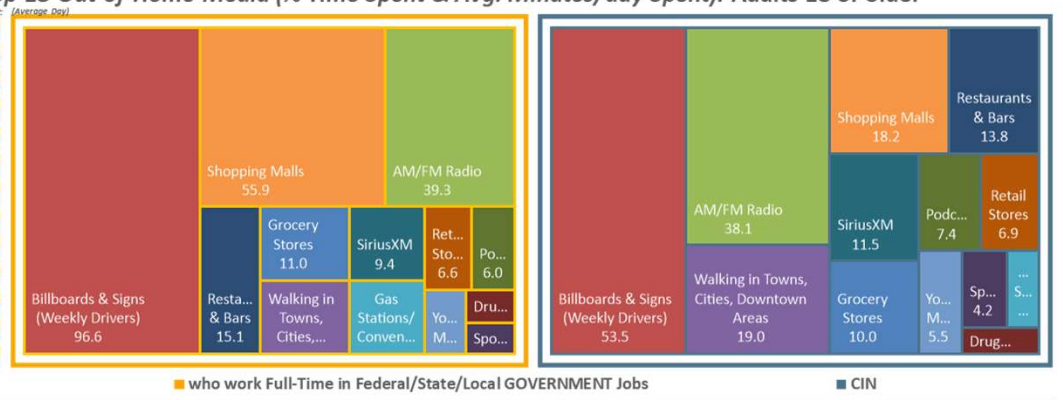
CIN

43,502 or 100.% of Adults 18 or older who work Full-Time in Federal/State/Local GOVERNMENT Jobs spend an average of 96.6 minutes per day driving, seeing Billboards and Signs. 79.% Listen to Local Radio Stations Out-of-Home for an average of 36.9 minutes/d

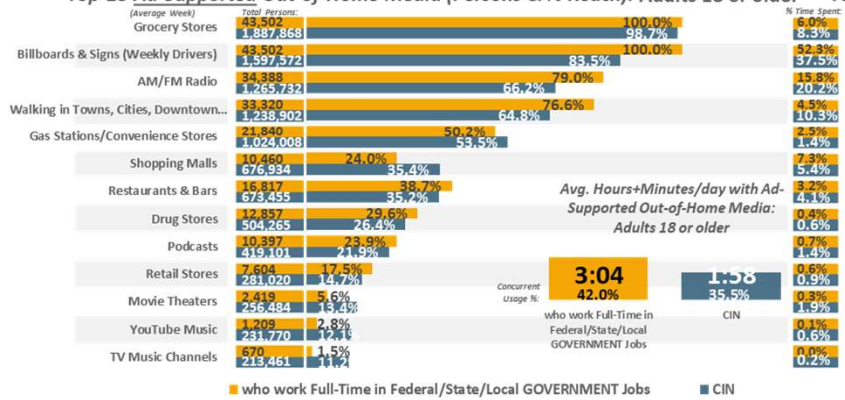
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



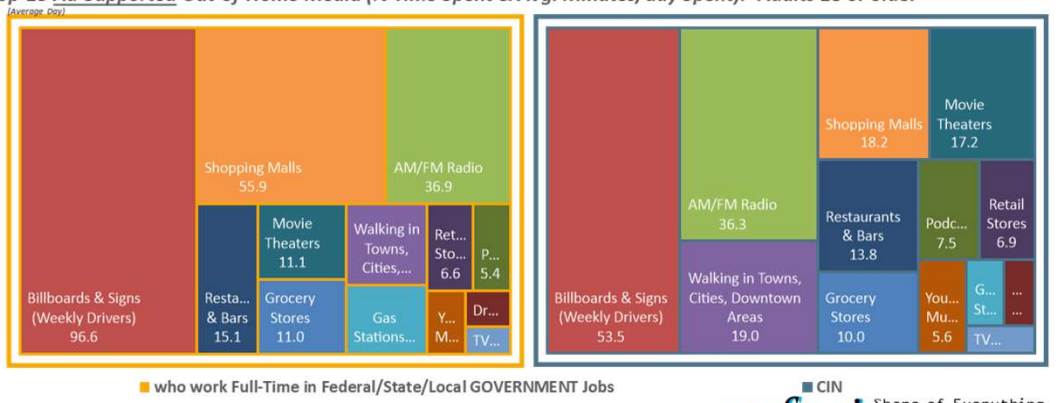
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 18 or older



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



CIN DMA Scarborough R2 2024: Feb24-Aug24 Qual Intab 25

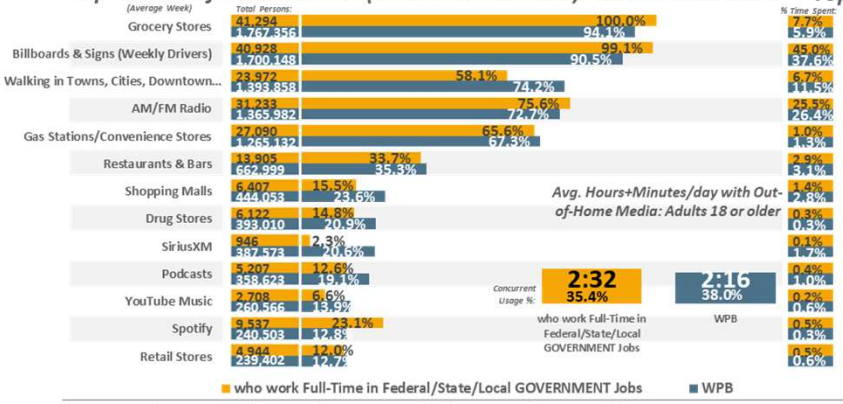
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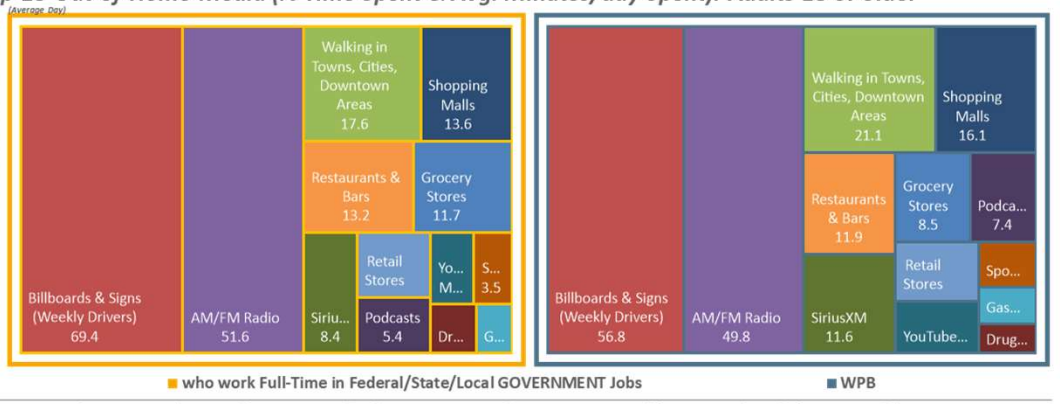
[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work for the government)]

40,928 or 99.1% of Adults 18 or older who work Full-Time in Federal/State/Local GOVERNMENT Jobs spend an average of 69.4 minutes per day driving, seeing Billboards and Signs. 72.8% Listen to Local Radio Stations Out-of-Home for an average of 51.8 minutes/

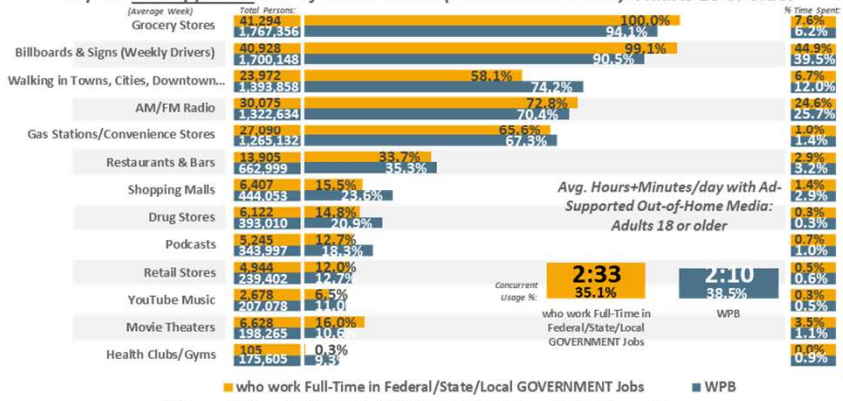
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



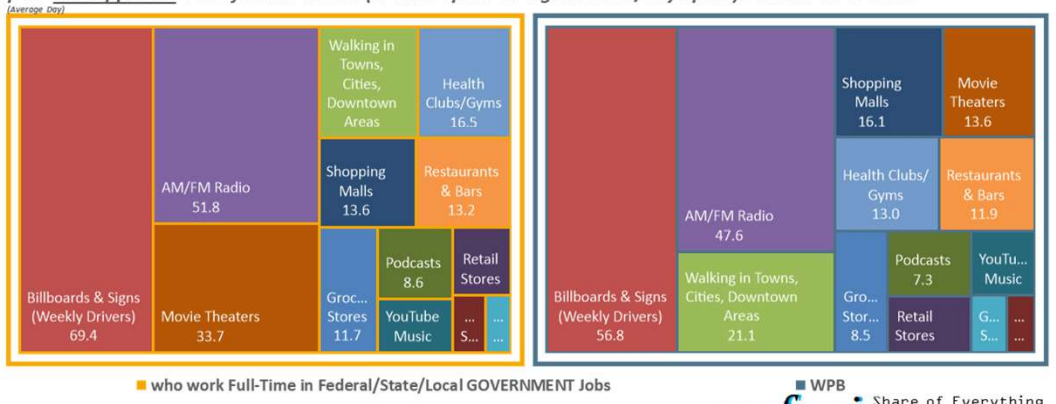
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 18 or older



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



WPB DMA Scarborough R2 2024: Jan24-Aug24 Qual Intab 33

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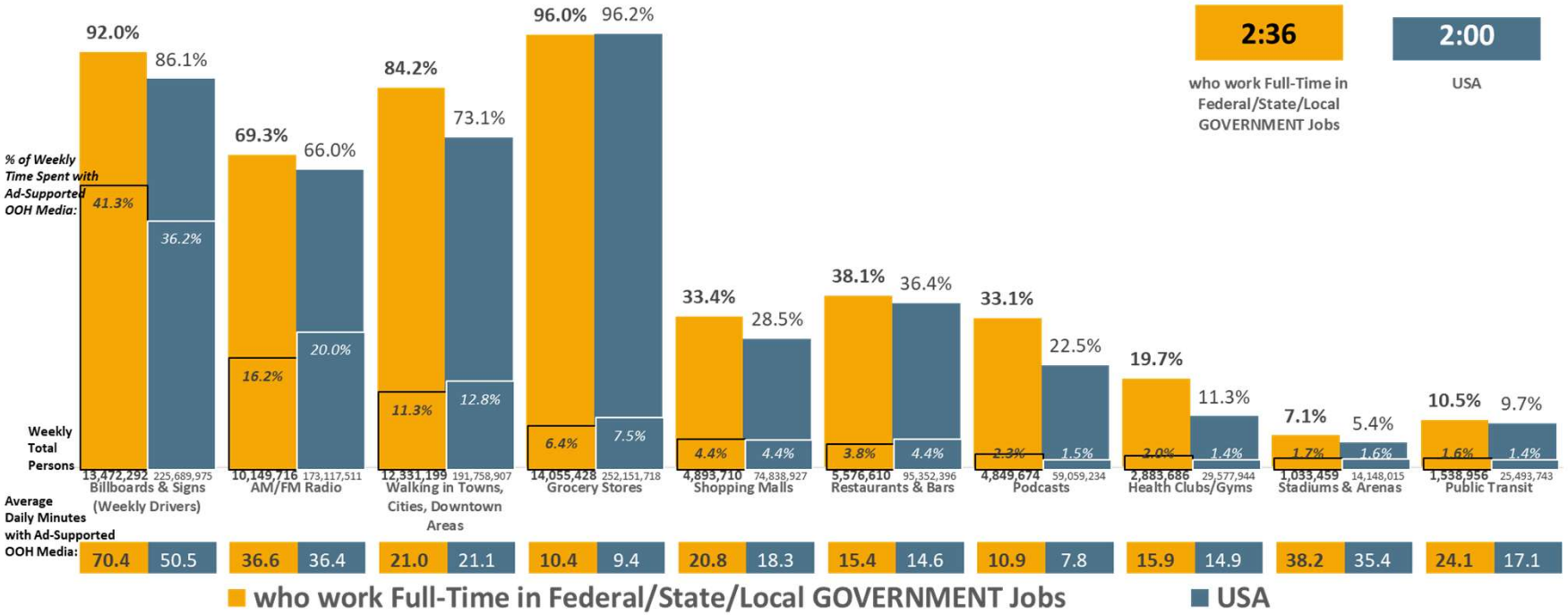
[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work for the government)]



13,472,292 or 92.% of Adults 18 or older who work Full-Time in Federal/State/Local GOVERNMENT Jobs spend an average of 70.4 minutes per day driving, seeing Billboards and Signs representing 41.3% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 18 or older

"Share of Ad-Supported OOH Media"



USA USA Projection Scarborough R1 2024: Jan24-Sep24 Qual Intab 729

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USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 11,648

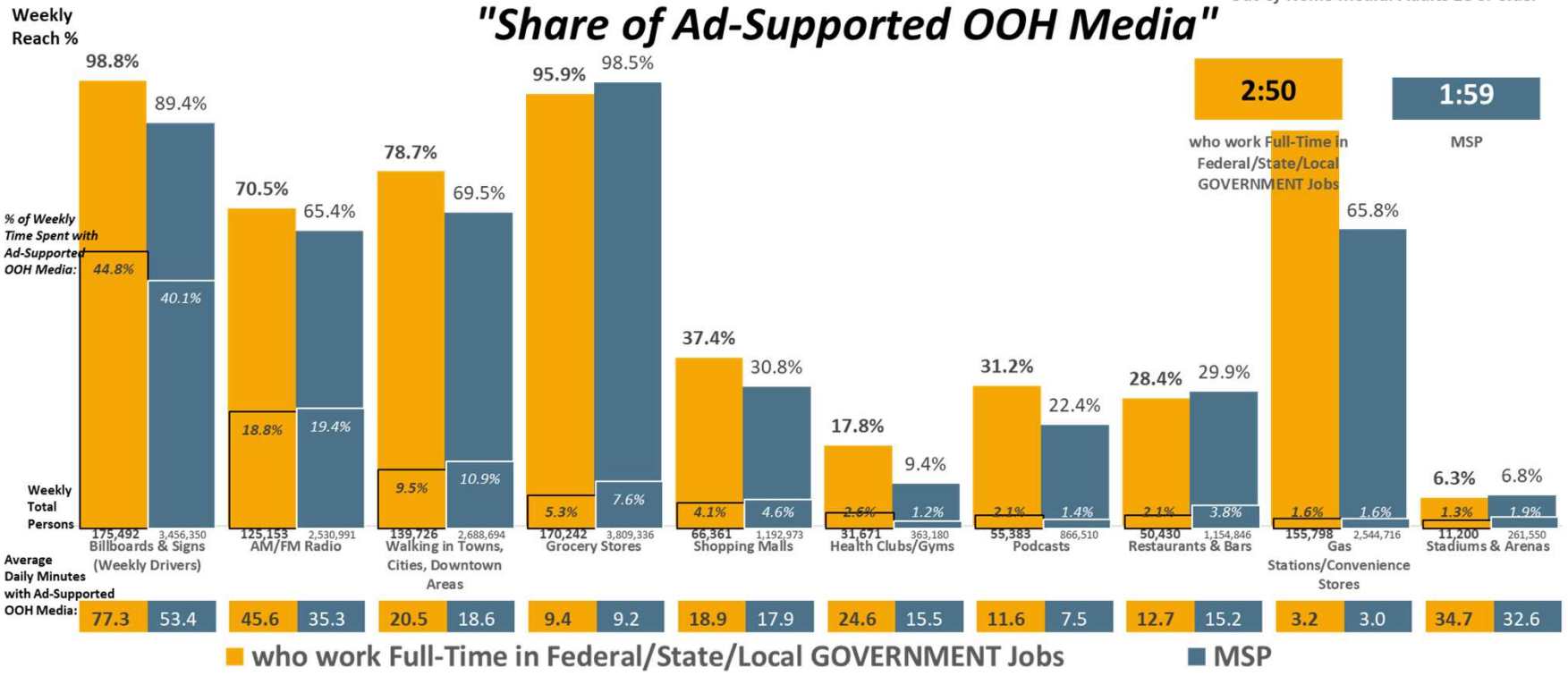
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[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work for the government)]

175,492 or 98.8% of Adults 18 or older who work Full-Time in Federal/State/Local GOVERNMENT Jobs spend an average of 77.3 minutes per day driving, seeing Billboards and Signs representing 44.8% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 18 or older

"Share of Ad-Supported OOH Media"



MSP DMA Scarborough R2 2024: Feb24-Aug24 Qual Intab 47 MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Feb24-Aug24 Qual Intab 964

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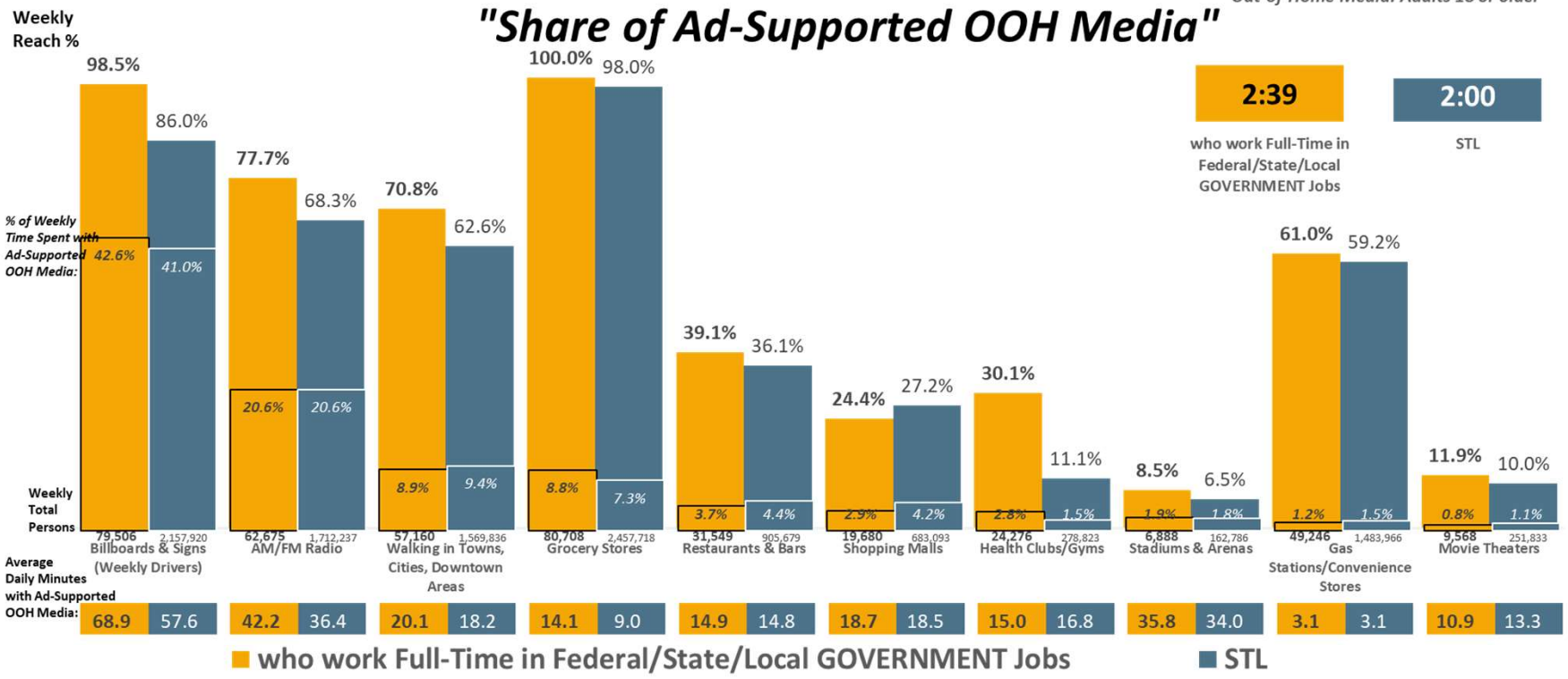
[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work for the government)]



79,506 or 98.5% of Adults 18 or older who work Full-Time in Federal/State/Local GOVERNMENT Jobs spend an average of 68.9 minutes per day driving, seeing Billboards and Signs representing 42.6% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 18 or older

"Share of Ad-Supported OOH Media"



STL DMA Scarborough R2 2024: Feb24-Aug24 Qual Intab 36 ST. LOUIS DMA Scarborough R2 2024: Feb24-Aug24 Qual Intab 980

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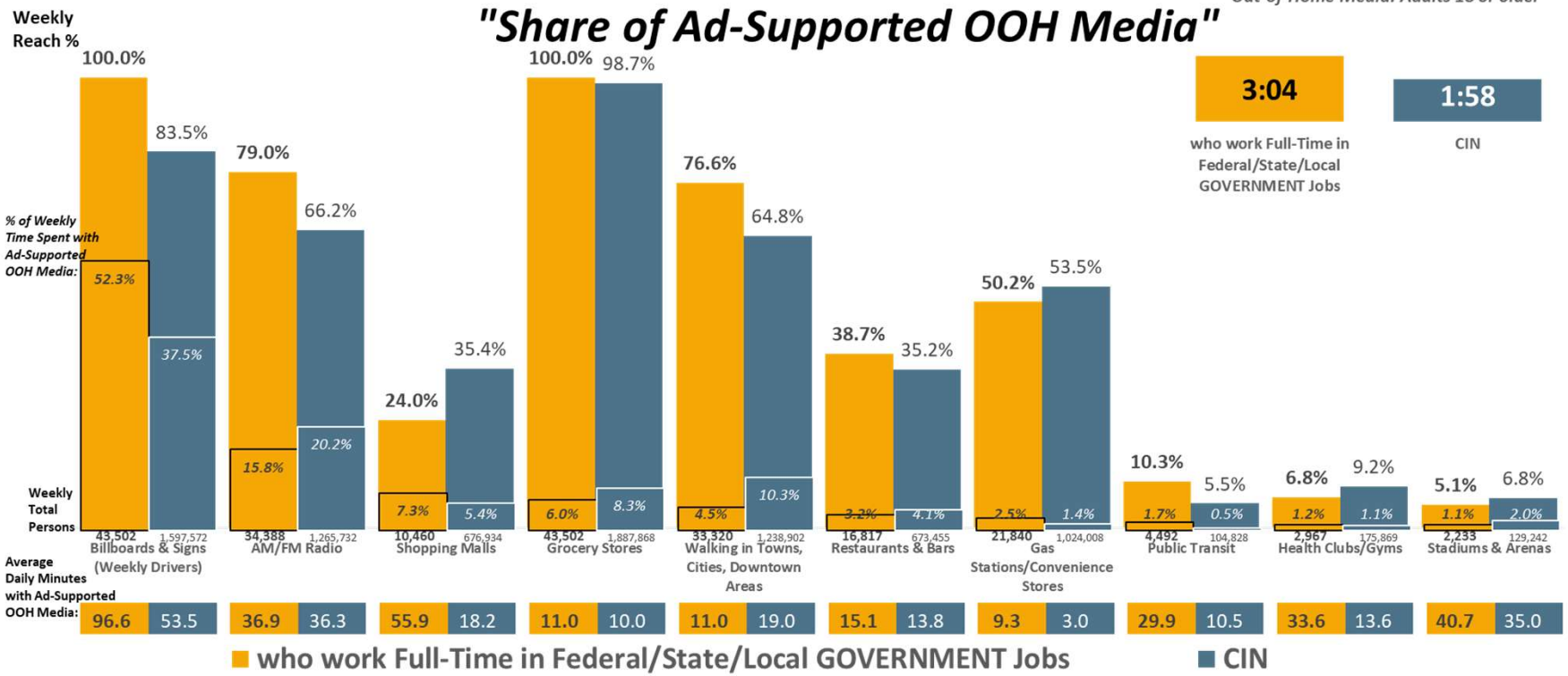
[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work for the government)]



43,502 or 100.% of Adults 18 or older who work Full-Time in Federal/State/Local GOVERNMENT Jobs spend an average of 96.6 minutes per day driving, seeing Billboards and Signs representing 52.3% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 18 or older

"Share of Ad-Supported OOH Media"



CIN DMA Scarborough R2 2024: Feb24-Aug24 Qual Intab 25 CINCINNATI DMA Scarborough R2 2024: Feb24-Aug24 Qual Intab 904

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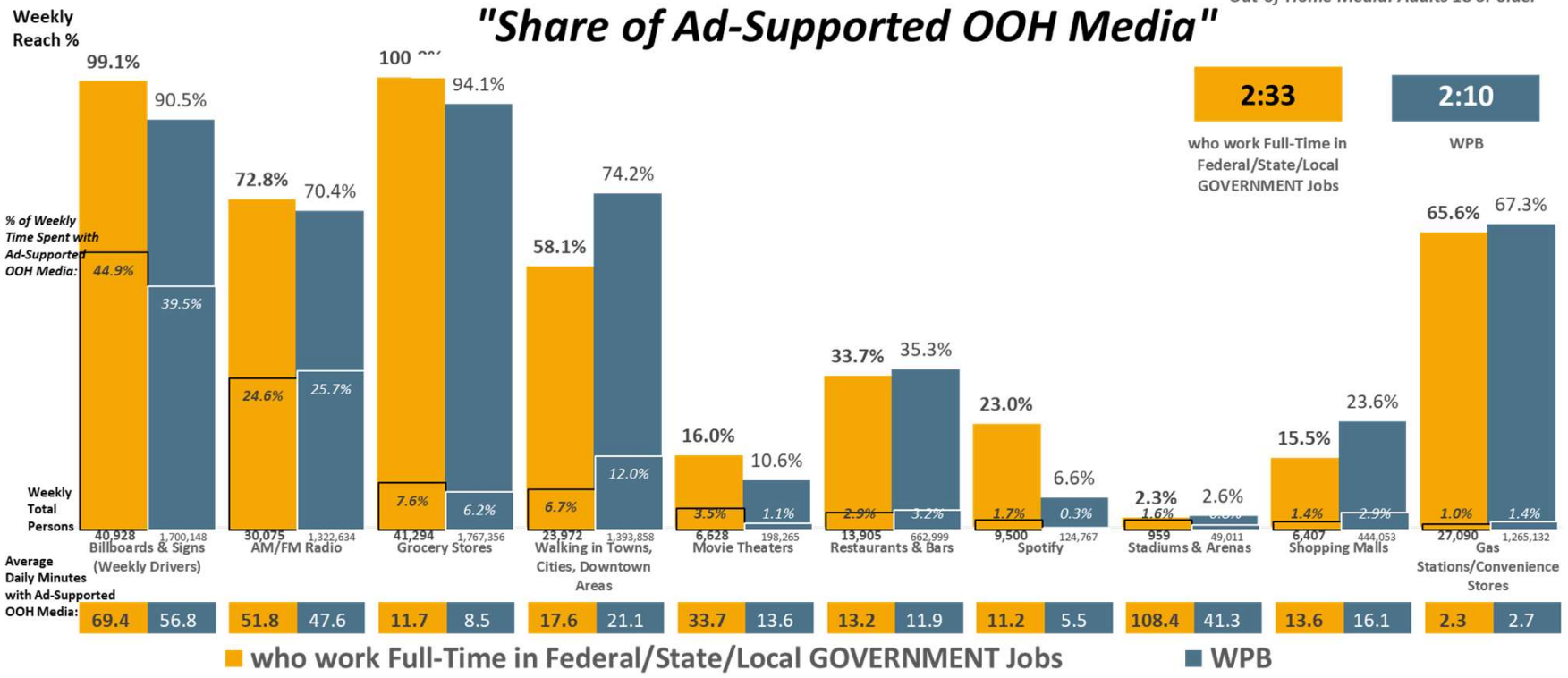
soefa.ai Share of Everything for Anything

[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work for the government)]

40,928 or 99.1% of Adults 18 or older who work Full-Time in Federal/State/Local GOVERNMENT Jobs spend an average of 69.4 minutes per day driving, seeing Billboards and Signs representing 44.9% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 18 or older

"Share of Ad-Supported OOH Media"



WPB DMA Scarborough R2 2024: Jan24-Aug24 Qual Intab 33 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2024: Jan24-Aug24 Qual Intab 1,234

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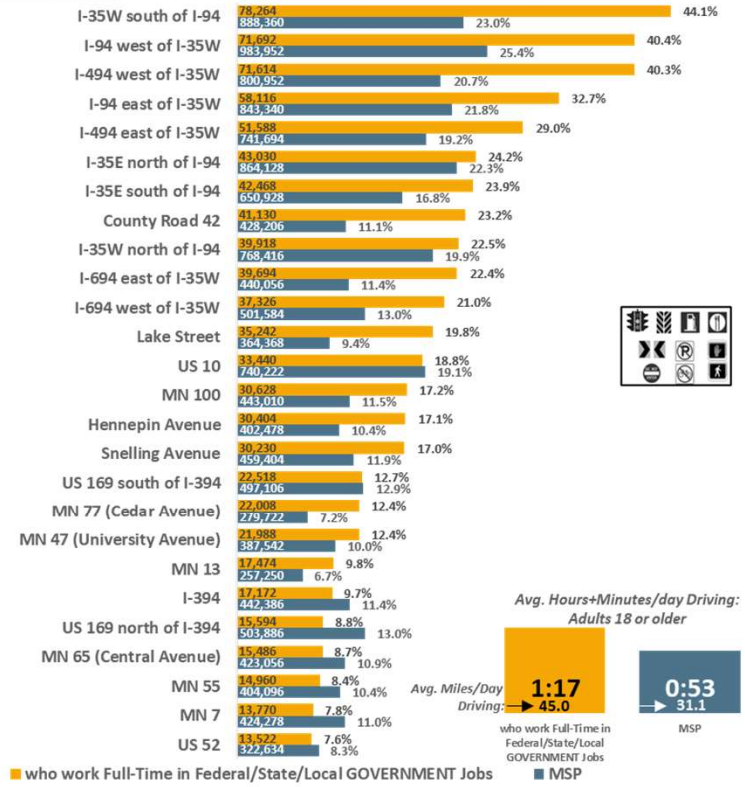
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[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work for the government)]

MSP

175,492 or 98.8% of Adults 18 or older who work Full-Time in Federal/State/Local GOVERNMENT Jobs spend an average of 77.3 minutes per day driving an average of 45. miles each day and are 110.6% more likely to use Lake Street than the Metro average.

Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



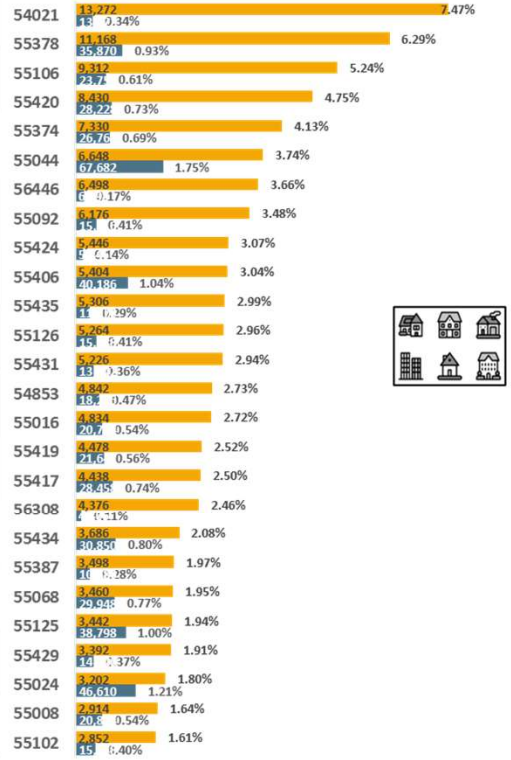
Avg. Hours+Minutes/day Driving: Adults 18 or older

Avg. Miles/Day Driving: 45.0

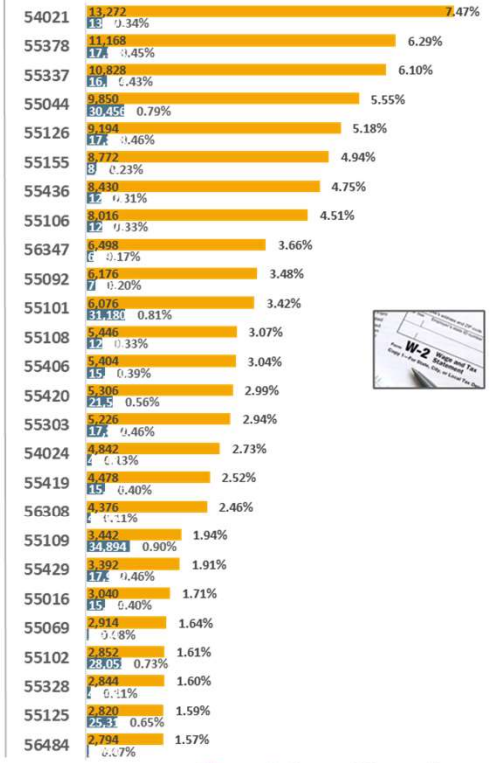
1:17 who work Full-Time in Federal/State/Local GOVERNMENT Jobs

0:53 MSP

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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MSP DMA Scarborough R2 2024: Feb24-Aug24 Qual Intab 47

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[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work for the government)]



79,506 or 98.5% of Adults 18 or older who work Full-Time in Federal/State/Local GOVERNMENT Jobs spend an average of 68.9 minutes per day driving an average of 40.1 miles each day and are 188.6% more likely to use Route 15 than the Metro average.

Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older

I-70	39,496	48.9%	895,824	35.7%
I-64/Highway 40	37,718	46.7%	1,023,428	40.8%
I-270	34,144	42.3%	1,057,086	42.2%
I-55	33,950	42.1%	721,418	28.8%
I-255	22,574	28.0%	421,126	16.8%
Lindbergh Blvd	21,012	26.0%	614,960	24.5%
I-170/Highway 170	18,884	23.4%	513,920	20.5%
Green Mount Road	14,734	18.3%	213,826	8.5%
I-44/Highway 44	13,980	17.3%	702,382	28.0%
Manchester Road/Highway 100	11,010	13.6%	411,296	16.4%
Route 15	10,566	13.1%	113,78	4.5%
Highway 94	6,730	8.3%	313,410	12.5%
Highway 67/Highway 111	6,162	7.6%	271,178	10.8%
Highway 370	5,820	7.2%	229,830	9.2%
Page Avenue	5,382	6.7%	342,582	13.7%
Highway K	5,198	6.4%	209,982	8.4%
Poplar Street Bridge	1,94	2.4%	159,946	6.4%
Stan Musial Veterans Memorial Bridge	0	0.0%	105,1	4.2%
Martin Luther King Bridge	0	0.0%	91,91	3.7%
#VALUE!	0	0.0%	0.0%	
#VALUE!	0	0.0%	0.0%	
#VALUE!	0	0.0%	0.0%	
#VALUE!	0	0.0%	0.0%	
#VALUE!	0	0.0%	0.0%	
#VALUE!	0	0.0%	0.0%	
#VALUE!	0	0.0%	0.0%	



Avg. Hours+Minutes/day Driving: Adults 18 or older

Avg. Miles/Day Driving: → 40.1



who work Full-Time in Federal/State/Local GOVERNMENT Jobs



STL

■ who work Full-Time in Federal/State/Local GOVERNMENT Jobs ■ STL

Top-26 Residential Zip Codes: Adults 18 or older

62269	11,814	14.64%	50,480	2.01%
62047	11,574	14.34%	1	0.46%
62294	10,566	13.09%	35,7	1.43%
63129	7,096	8.79%	41,79	1.67%
63301	4,266	5.29%	50,338	2.01%
63376	3,564	4.42%	95,936	3.83%
63122	2,950	3.66%	30,7	1.21%
63123	2,850	3.53%	63,970	2.55%
63139	2,514	3.11%	1	0.01%
62881	2,406	2.98%	1	0.02%
63026	2,138	2.65%	1	0.01%
63042	1,940	2.40%	1	0.08%
63052	1,938	2.40%	32,0	1.32%
63107	1,808	2.24%		0.07%
63366	1,634	2.02%	32,2	1.29%
63033	1,550	1.92%	1	0.50%
62025	1,304	1.62%	45,97	1.83%
62002	1,090	1.35%	1	0.1%
63050	1,014	1.26%	1	0.1%
63385	932	1.15%	38,57	1.54%
63130	928	1.15%	35,8	1.43%
63118	868	1.08%		0.03%
63011	796	0.99%	1	0.01%
62033	764	0.95%		0.03%
62471	520	0.64%		0.0%
62246	486	0.60%		0.37%



Top-26 Employment Zip Codes: Adults 18 or older

62002	12,664	15.69%	20	0.81%
62234	10,566	13.09%	29,7	1.19%
62269	7,646	9.47%	39,2	1.56%
63134	4,266	5.29%	1	0.47%
62225	4,168	5.16%		0.07%
63088	3,564	4.42%		0.23%
63144	3,548	4.40%		0.17%
63125	3,548	4.40%		0.01%
63123	2,850	3.53%	44,28	1.77%
62870	2,406	2.98%		0.0%
63131	2,298	2.85%		0.17%
63115	1,938	2.40%		0.03%
63132	1,808	2.24%	1	0.4%
63105	1,634	2.02%	20	0.83%
63017	1,634	2.02%	1	0.5%
63033	1,550	1.92%	1	0.4%
61820	1,420	1.76%		0.03%
63102	1,316	1.63%	29,8	1.19%
63114	1,312	1.63%	31,5	1.26%
60004	1,304	1.62%		0.05%
63117	1,202	1.49%	28,4	1.13%
63050	1,014	1.26%		0.04%
63385	932	1.15%	1	0.01%
63130	928	1.15%	19	0.77%
63101	868	1.08%	23	0.92%
63011	796	0.99%	1	0.04%



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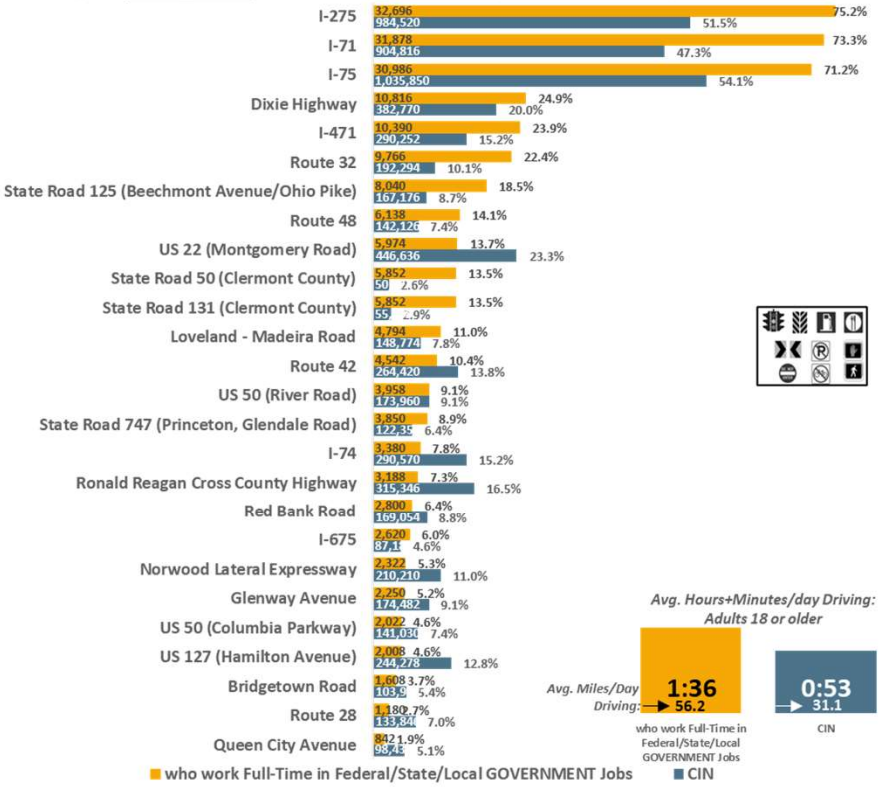
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[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work for the government)]



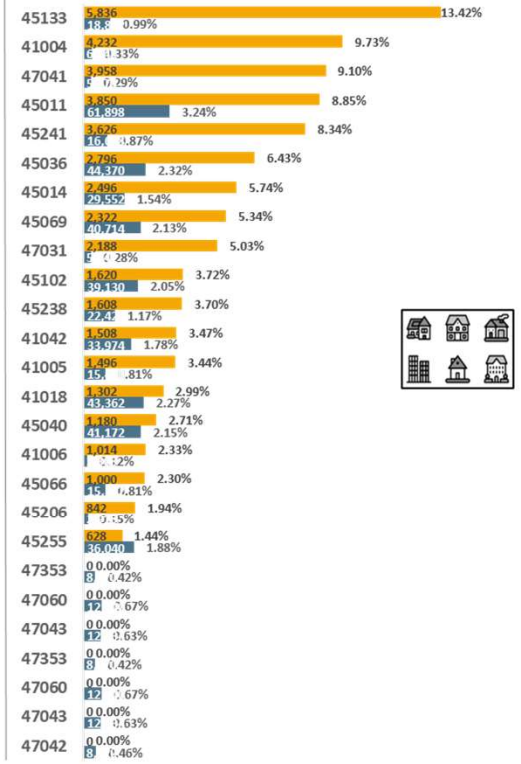
43,502 or 100.% of Adults 18 or older who work Full-Time in Federal/State/Local GOVERNMENT Jobs spend an average of 96.6 minutes per day driving an average of 56.2 miles each day and are 411.% more likely to use State Road 50 (Clermont County) than the Me

Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older

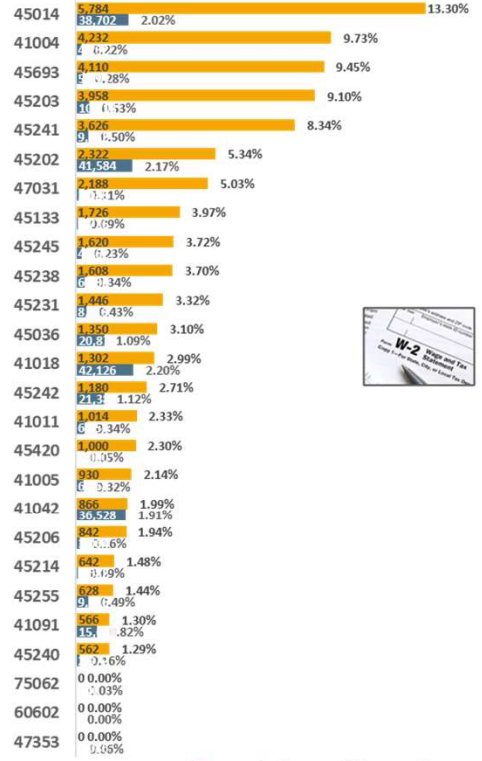


Avg. Hours+Minutes/day Driving: Adults 18 or older

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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CIN DMA Scarborough R2 2024: Feb24-Aug24 Qual Intab 25

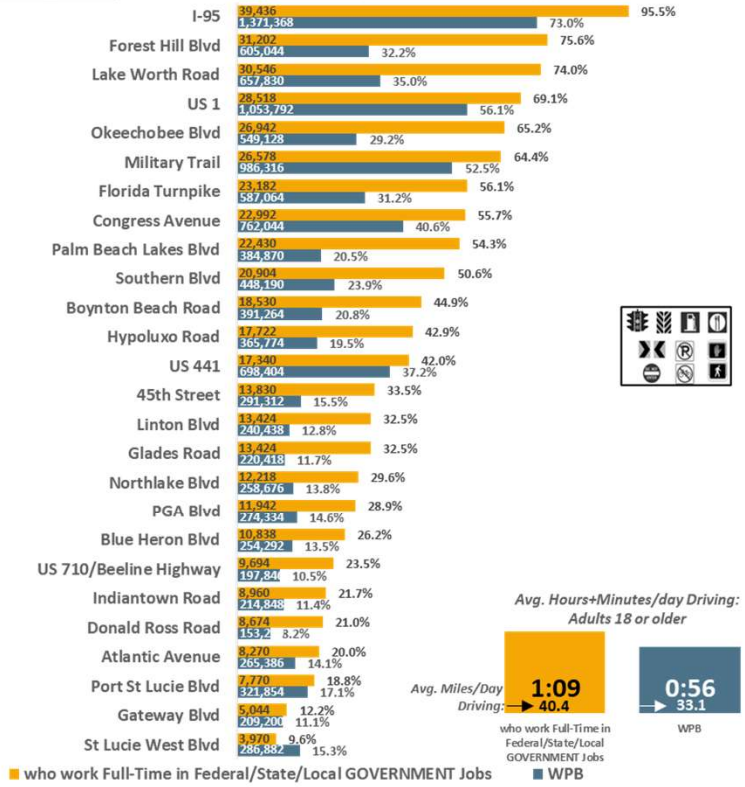
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[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work for the government)]



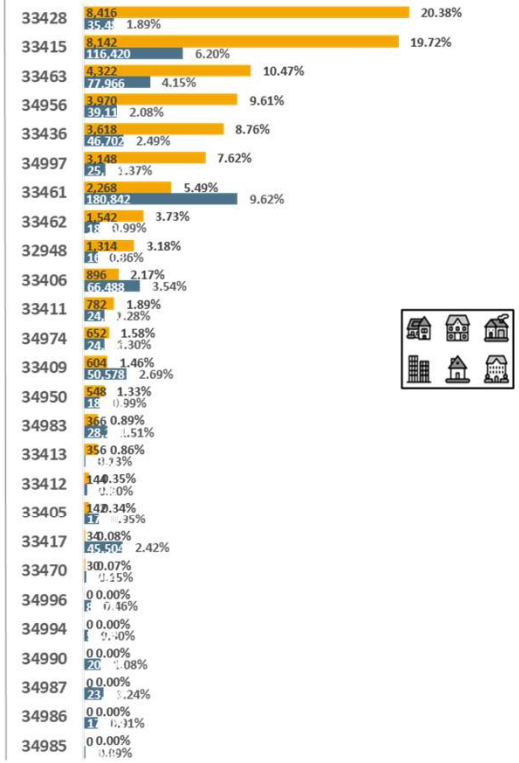
40,928 or 99.1% of Adults 18 or older who work Full-Time in Federal/State/Local GOVERNMENT Jobs spend an average of 69.4 minutes per day driving an average of 40.4 miles each day and are 177.1% more likely to use Glades Road than the Metro average.

Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): **Adults 18 or older**

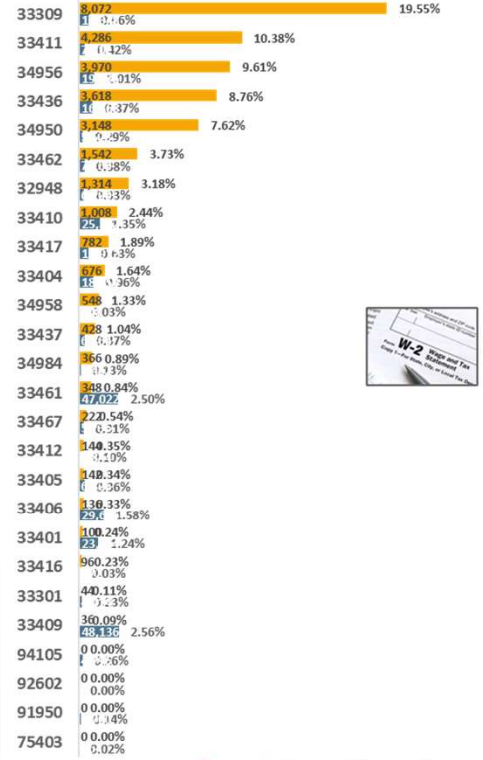


Avg. Hours+Minutes/day Driving: Adults 18 or older

Top-26 Residential Zip Codes: **Adults 18 or older**



Top-26 Employment Zip Codes: **Adults 18 or older**



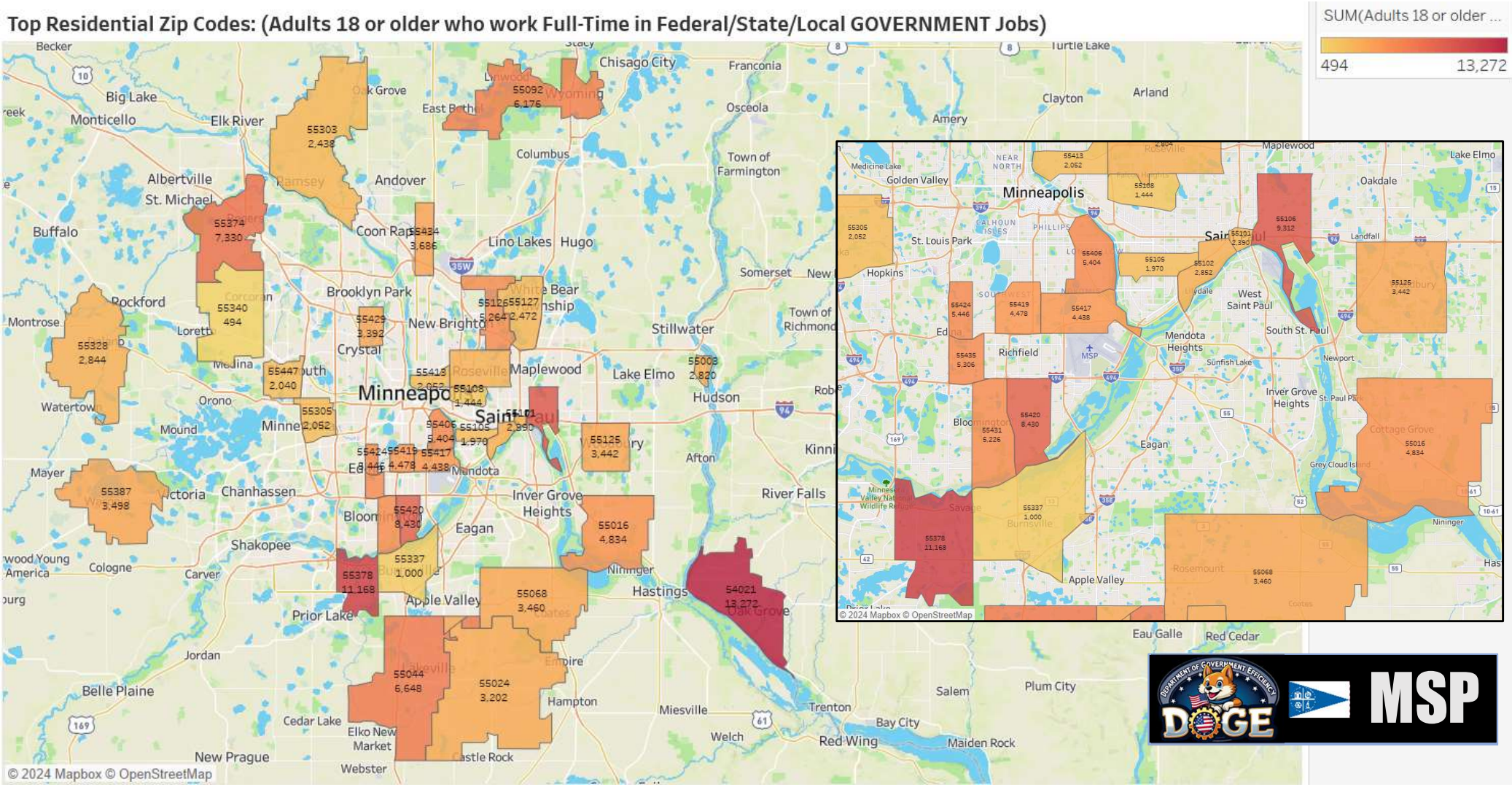
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[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work for the government)]

Top Residential Zip Codes: (Adults 18 or older who work Full-Time in Federal/State/Local GOVERNMENT Jobs)

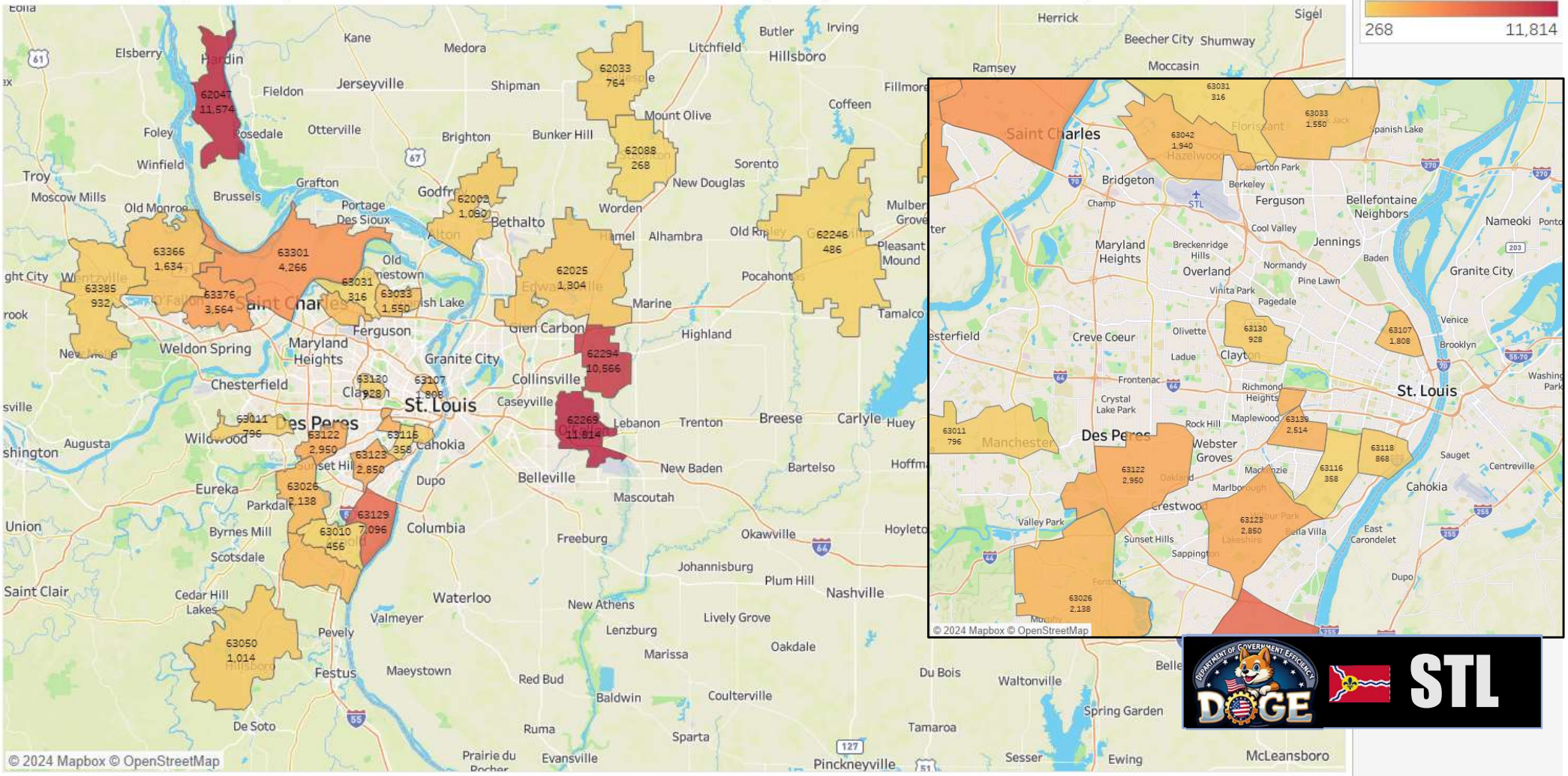


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[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work for the government)]

Top Residential Zip Codees: (Adults 18 or older who work Full-Time in Federal/State/Local GOVERNMENT Jobs)



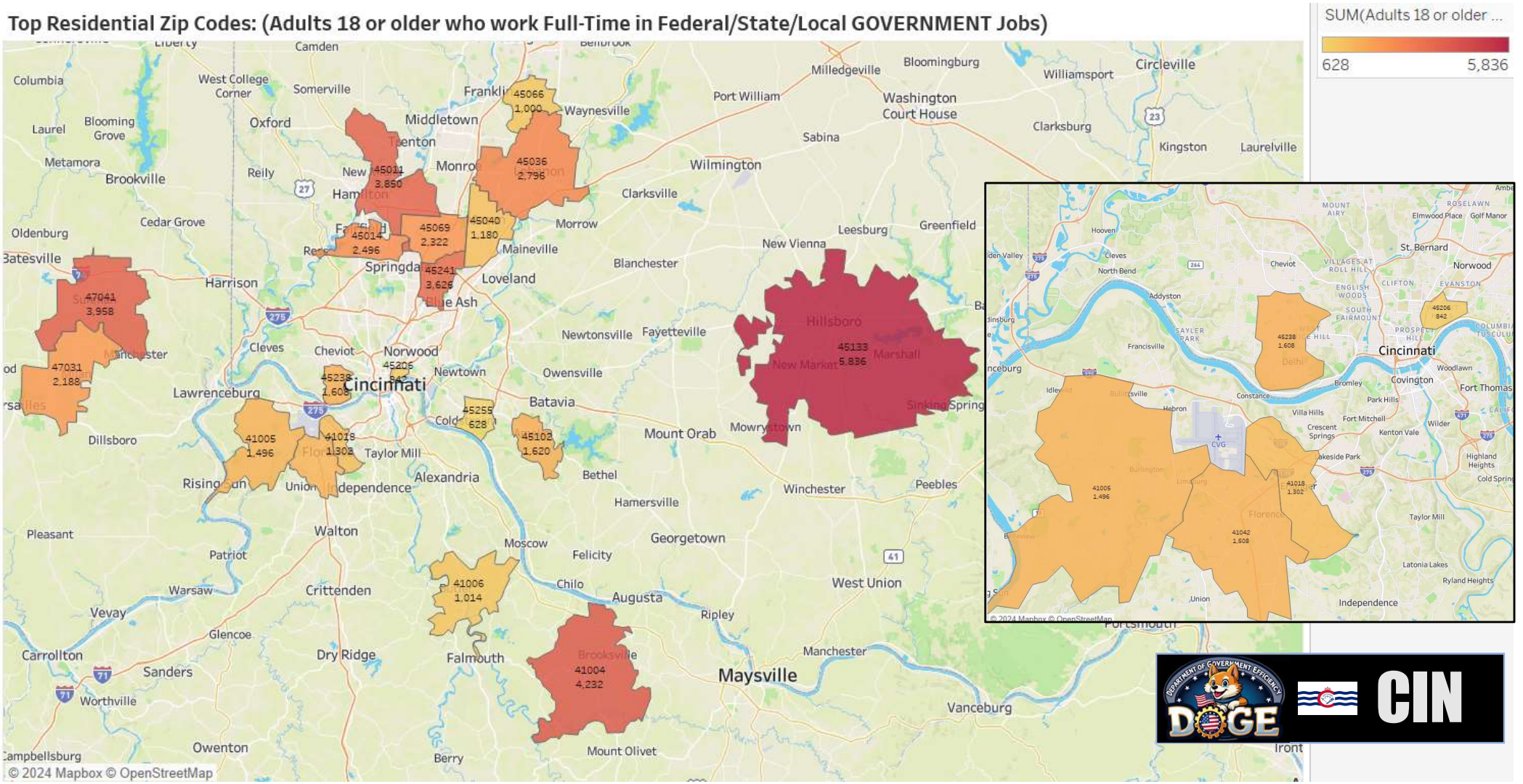
STL DMA Scarborough R2 2024: Feb24-Aug24 Qual Intab 36

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[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work for the government)]

Top Residential Zip Codes: (Adults 18 or older who work Full-Time in Federal/State/Local GOVERNMENT Jobs)

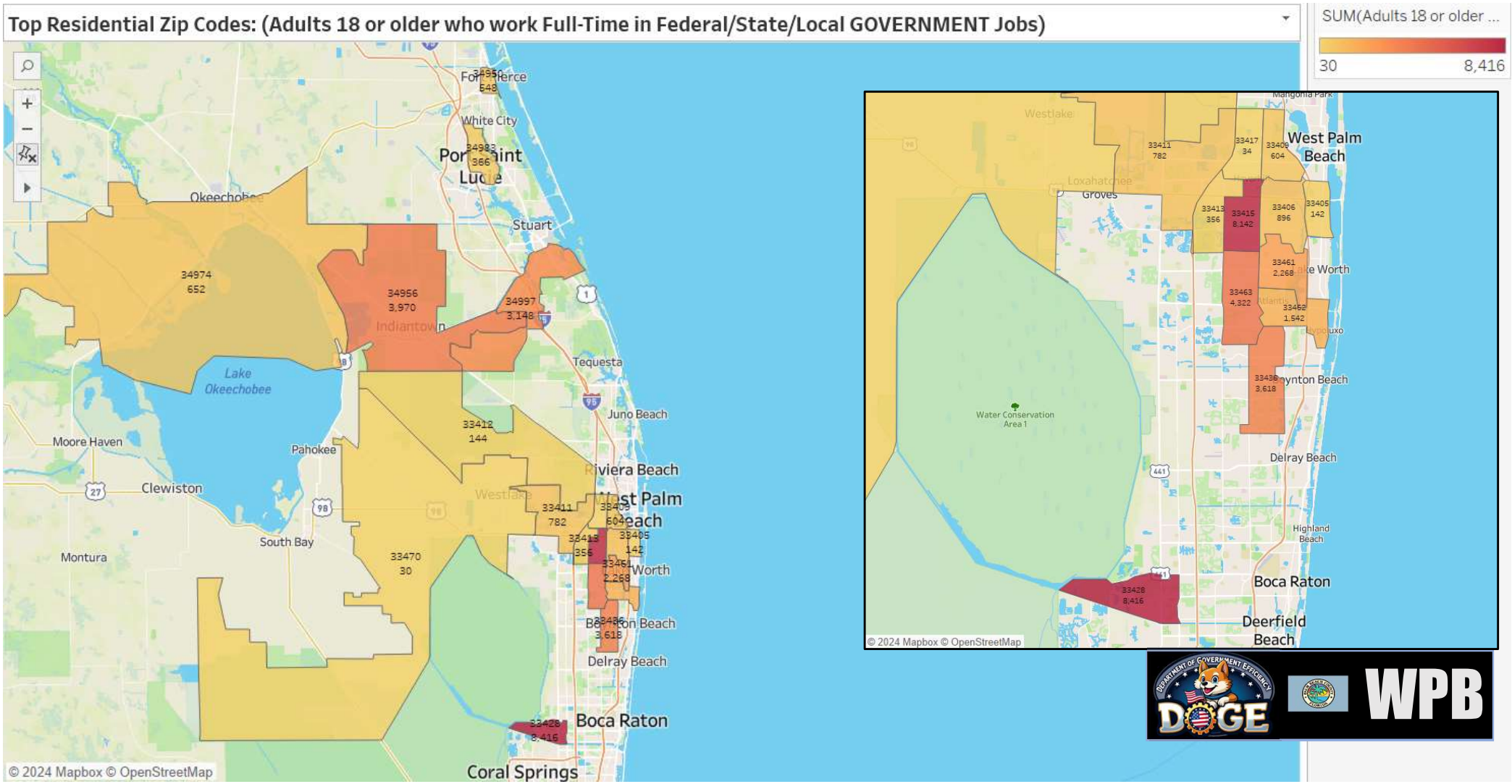


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[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work for the government)]

Top Residential Zip Codes: (Adults 18 or older who work Full-Time in Federal/State/Local GOVERNMENT Jobs)



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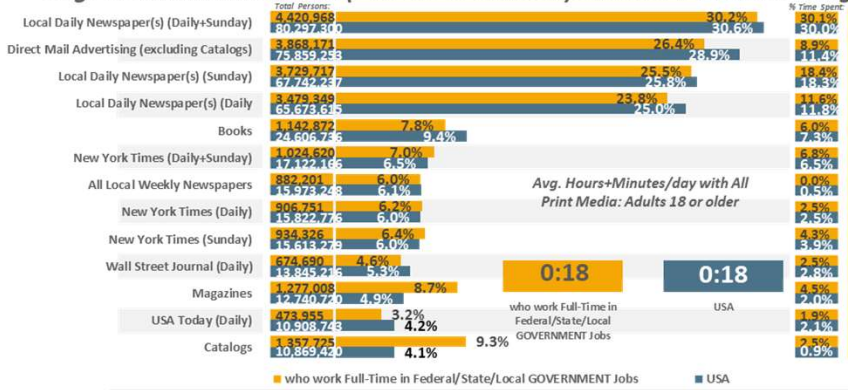
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[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work for the government)]



4,420,968 or 30.2% of Adults 18 or older who work Full-Time in Federal/State/Local GOVERNMENT Jobs read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.5 minutes every day representing 32.% of all time spent daily with All forms of Print Medi

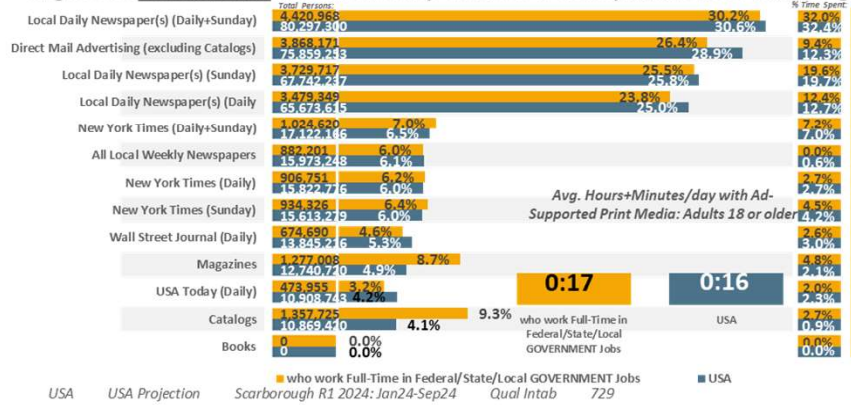
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



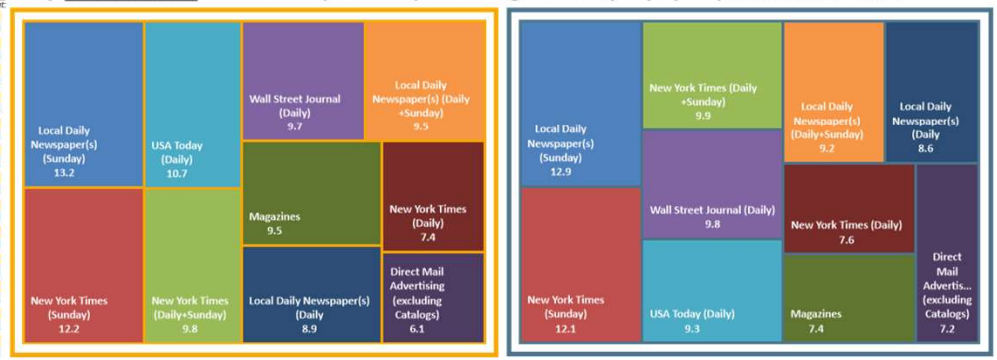
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



USA USA Projection Scarborough R1 2024: Jan24-Sep24 Qual Intab 729

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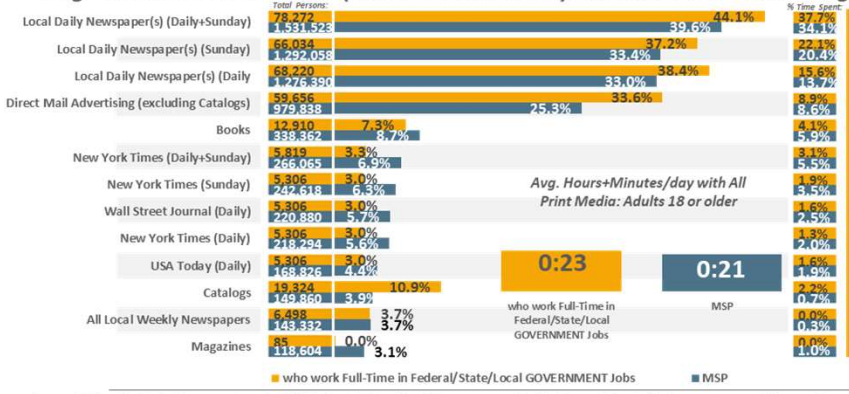
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 11,648

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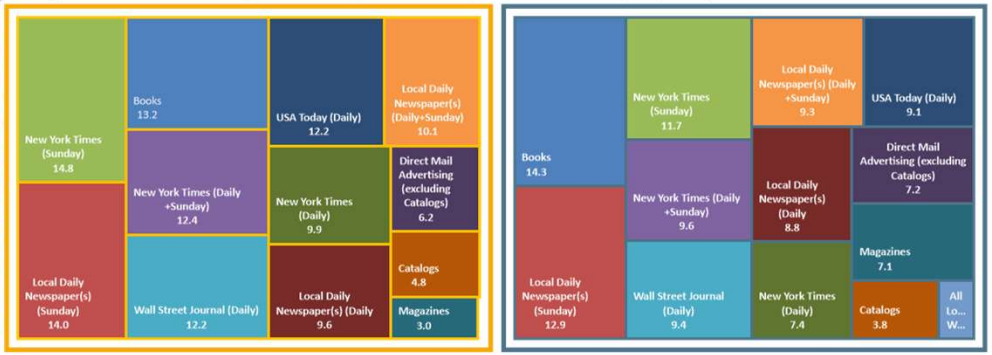
[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work for the government)]

78,272 or 44.1% of Adults 18 or older who work Full-Time in Federal/State/Local GOVERNMENT Jobs read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.1 minutes every day representing 39.3% of all time spent daily with All forms of Print Media

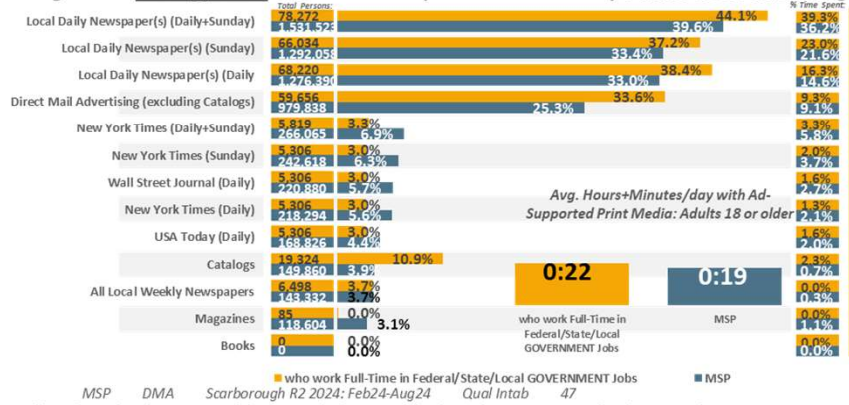
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



MSP DMA Scarborough R2 2024: Feb24-Aug24 Qual Intab 47

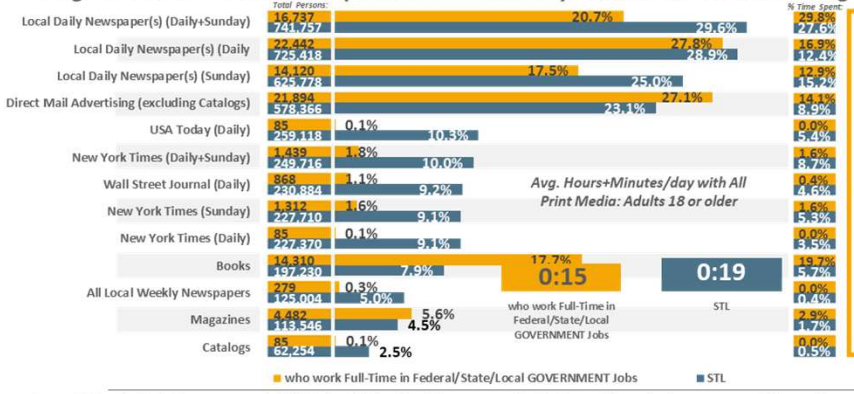
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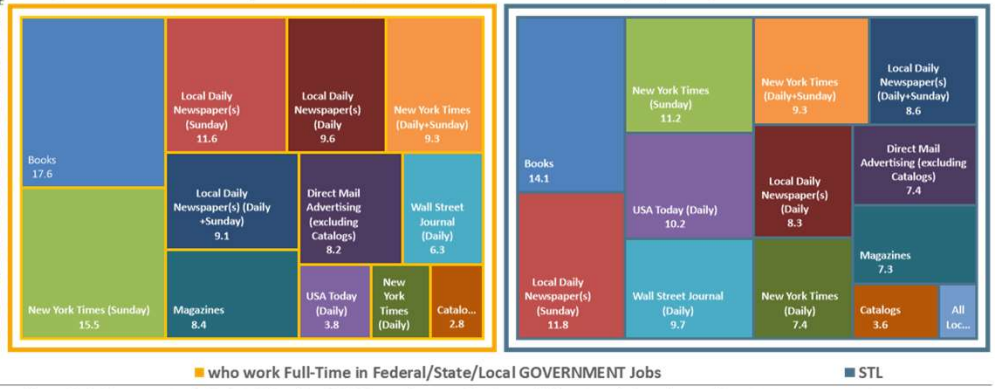
[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work for the government)]

16,737 or 20.7% of Adults 18 or older who work Full-Time in Federal/State/Local GOVERNMENT Jobs read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.1 minutes every day representing 37.1% of all time spent daily with All forms of Print Media.

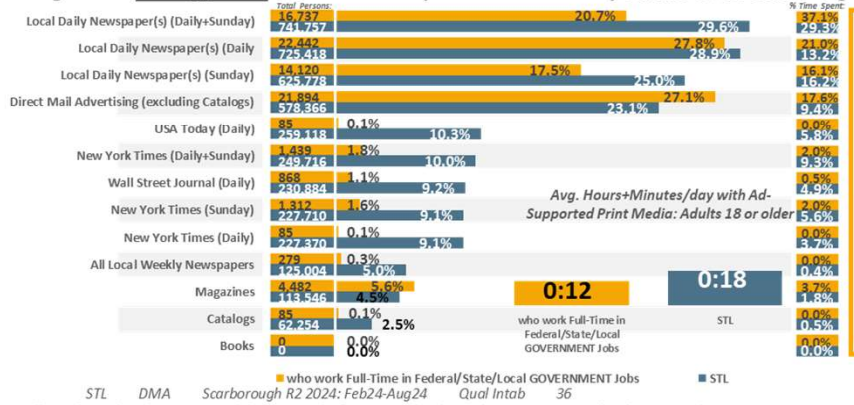
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



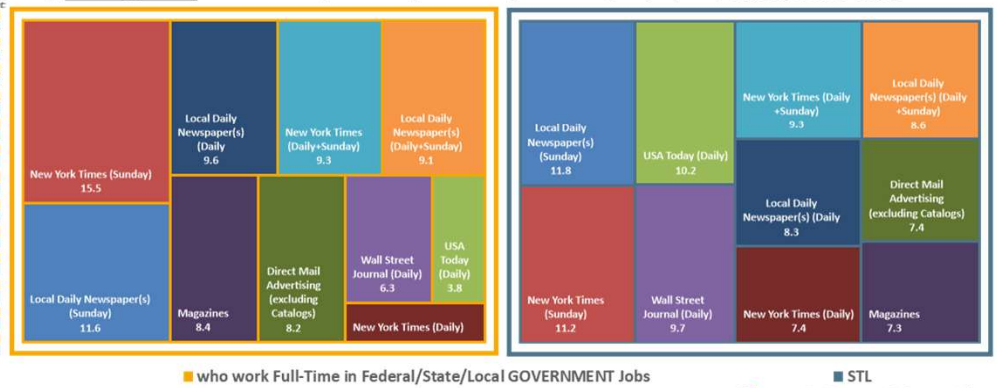
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



STL DMA Scarborough R2 2024: Feb24-Aug24 Qual Intab 36

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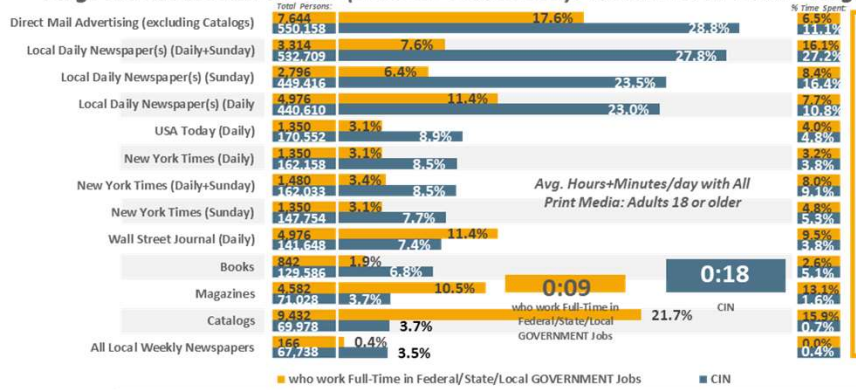
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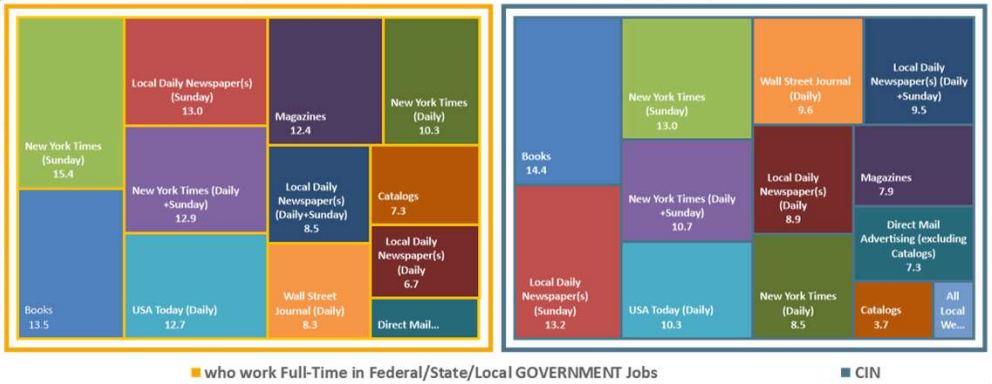


3,314 or 7.6% of Adults 18 or older who work Full-Time in Federal/State/Local GOVERNMENT Jobs read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.5 minutes every day representing 16.6% of all time spent daily with All forms of Print Media.

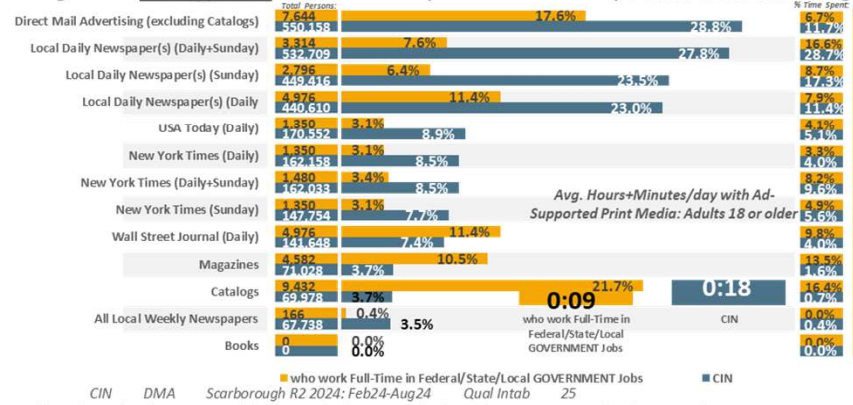
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



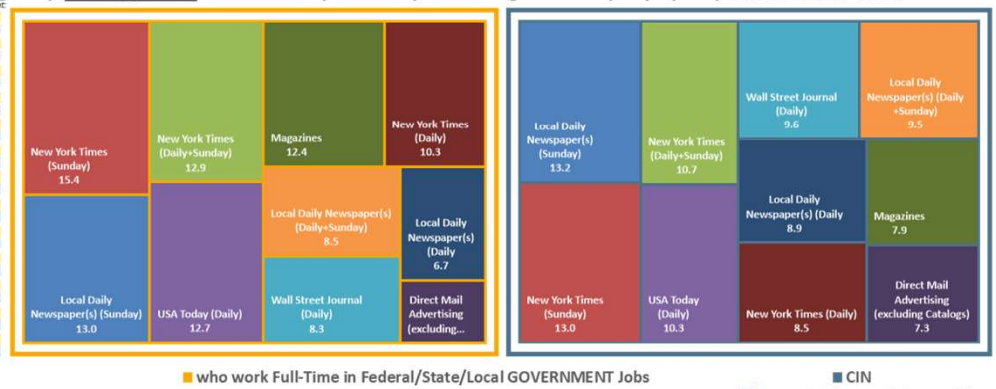
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



CIN DMA Scarborough R2 2024: Feb24-Aug24 Qual Intab 25

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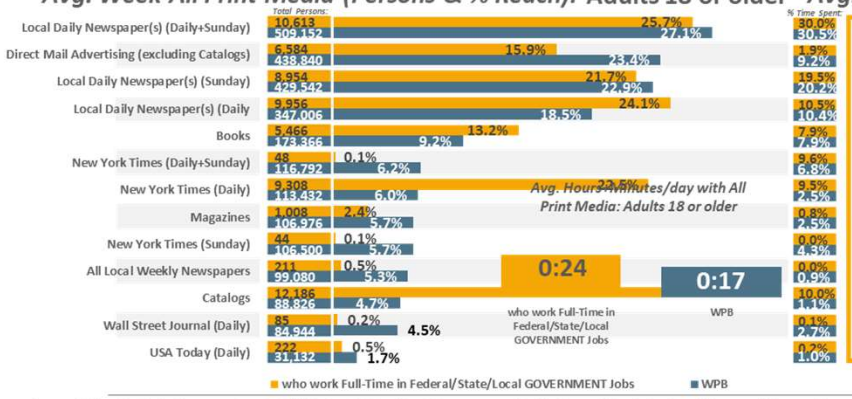
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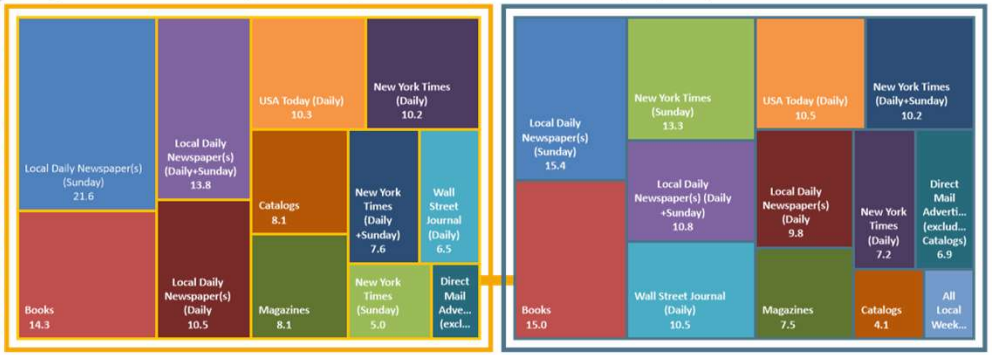


10,613 or 25.7% of Adults 18 or older who work Full-Time in Federal/State/Local GOVERNMENT Jobs read Local Daily Newspaper(s) (Daily+Sunday) for an average of 13.8 minutes every day representing 32.6% of all time spent daily with All forms of Print Media

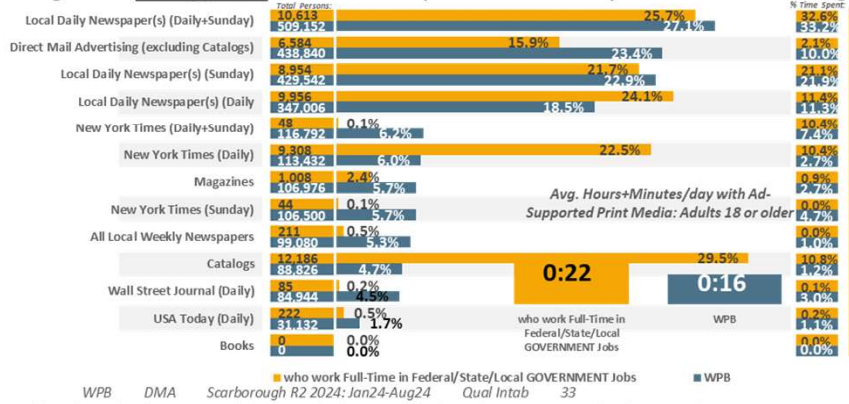
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



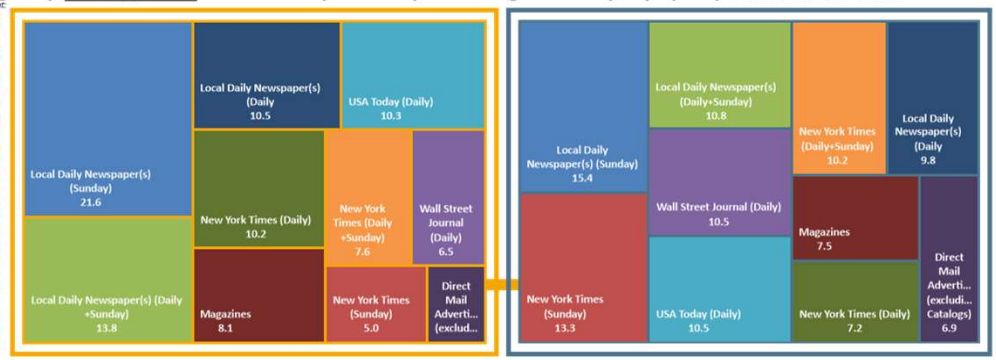
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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